

Ohio Man Raises \$70K to Make Potato Salad

Jack Astor's

TORONTO (CNW) — The goal was to raise \$10 and create a few laughs, but as of July 9, [Zack Danger Brown has raised more than \\$70,000 on Kickstarter](#) [1] so that he can make...potato salad. For the team at [Jack Astor's](#) [2], the next logical step is bringing the Internet-famous potato salad to the people!

After hearing about Brown's campaign, the Jack Astor's marketing team thought a partnership would be a perfect fit. The restaurant has offered to fly Brown to one of their 39 kitchens in Canada to collaborate with Jack Astor's executive chef to create the best potato salad ever, to serve while hosting Canada's first Potato Salad Party. The restaurant also offered to donate all profits from sales of Brown's potato salad to a charity of his choice.

Over the past nine days, Brown has become a feature in mainstream news and has the Internet's rapt attention as his Kickstarter donations have continued to climb. This week alone Brown was interviewed on Good Morning America and mentioned on The Ellen DeGeneres Show and The Tonight Show with Jimmy Fallon.

"Canadians love potato salad, and we think our restaurants have an irreverent sense of humour, just like Zack," said Somer Mullins, Jack Astor's marketing manager. "It seems like a perfect collaboration and we're hoping Zack will take us up on our offer!"

[Jack Astor's](#) [3] has been in contact with Brown via his Kickstarter campaign page and Twitter about next steps to bring Brown and his potato salad to Canada once the campaign closes on August 2. Though details are not confirmed yet, the Jack's team is hopeful they will host Canada's first Potato Salad Party in the coming weeks. The only condition? That he doesn't tell poutine!

About Jack Astor's:

Jack Astor's is all about sharing some of the most delicious food while trading a few hilarious stories. It's about trying a bold, new refreshing drink with some good friends, co-workers, or even a few future good friends. Our chefs love bringing together the freshest, tastiest ingredients and coming up with amazing new dishes to wow your crew. We have enough TV's to adequately overload your senses, with a few dedicated to chuckle-inducing bloopers. With 39 locations, there is never a dull moment or a dull menu at Jack Astor's. For more information, visit www.jackastors.com [4].

Source URL (retrieved on 01/24/2015 - 11:31pm):

<http://www.foodmanufacturing.com/news/2014/07/ohio-man-raises-70k-make-potato-salad>

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Links:

[1] http://cp.mcafee.com/d/2DRPowczhJ5yXZXCzBBWVKVJ6XbVEVpjvohdETpvd7barXPVJ6X8VdVUQsFzzqdS3hOqen6kS3hOraX6nil8v4y2JgcX2uAvlZ2mYKrR0PI9WhZnQ9rOVJDQ27A6n-LP3z0UszRXBQjhOyeUsqen74XYJteOaaJPhOVOEuvkzaT0QSyr79K_8I9LfzAm4PhOrKr9PCJhbcaslBoHiuNDYunNqdh7XjFzar2rPbPNEVNqIZDkLjjZgdHdQ9yJfypBrW0Fqcfckciz_bCPhOOMCr0zr5jh08kDm9EDEq8dDfRIFQd44WCy0x6k29Ewd4wWU1TLsQg1qIZDkQg36DWwq89Rd40BldgQSUyrj9liQGgX

[2] http://cp.mcafee.com/d/k-Kr6xAg43qb5TXTd7bbRPtPqdSnPhOOC-MyrhKO-qemkT TDPqdShOrPNEVj76Qrl6zAQsKcFI6zASIScKAGg-945qwpS4Z8-HW4JVsTG1DojQzWLEiTBPrfE4f8cLZvC761MV7HTbECzB4tMUQsKe9TVqWtAkIrCzBPBgY-F6IK1FJcSqejt-hojuv78I9CzATsS024tIISAWNFO-6RCW4NmDNcOJZ0k67Ca69h_BPpEVpojdwhJyFEw4ajH4QjQd46PDWGW6y2tjh0gza14Qg6ygtS0XTKq80JmuPGq81zjZgd44WCy0iS6EqrshdBi ojqWp3HRIC

[3] <http://jackastors.com/2014/07/jack-astors-to-bring-70000-potato-salad-to-canada/>

[4] <http://cp.mcafee.com/d/avndzhJ5yXZXCzBBWVKVJ6XbVEVpjvohdETpvd7barXPVJ6X8VdVUQsFzzqdS3hOqen6kS3hOraX6nil8v4y2JgcX2uAvlZ2mYKrR0PI9WhZnQ9rOVJDQ27A6n-LP3z0UszRXBQjhOyeUsqen74XYJteOaaJPhOVOEuvkzaT0QSqejpEVdTV5xdVYsyMCqejtPo08hSNnqjH6DbUrmrEj5qv4PaTQ1iQouoEoB7-ndCzBBxcS16SaCy0gFeljhfgQgrevGHjEq89Rd412cE4jh0q91RM3LuVEw2RpXeFEw6dfR0QgjGq81boqxFJN4SI4vMrpSQoAC>