

Join Now

COME DISCOVER CHINA WITH THE CHAMBER

OCT 25-NOV 4, 2011



The 2,000-year-old Great Wall of China is just one of the many attractions we will be visiting

CLICK HERE TO LEARN MORE!




News

Park Street Market Wins Chamber's Tastiest Of The Taste Competition

Published Thursday, March 3, 2011 7:00 am



The Kalamazoo Regional Chamber of Commerce is proud to congratulate Park Street Market for winning the Taste of the Chamber's exhibitors competition "Tastiest of the Taste" held recently at the Kalamazoo Country Club, 1609 Whites Road.

"We are more than pleased to congratulate Kiar Gamsho and his Park Street Market team for winning first place at the Tastiest of the Taste competition," said Steward Sandstrom, CCE, president and CEO of the Chamber. "This is the first time we have hosted this competition and it was well received by both exhibitors and attendees."



Tastiest of the Taste is a people's choice-style competition where attendees will visit every booth and at the end of the night vote for their favorite booth/restaurant. Attendees were advised to vote based on three main criteria: overall presentation of booth, taste of food and incorporation of the theme - this year's theme was Mardi Gras.

"It is an honor to be recognized and rewarded by the great people of Kalamazoo and its supporting Chamber," Kiar Gamsho said, director of the Park Street Market. "My Park Street Market team and I pride ourselves on giving our customers the best service, cleanest store, freshest/best priced meat/produce in town and now the "tastiest" food in Kalamazoo. Park Street Market competes with the superstores of today, in a 'David and Goliath' type scenario on a daily basis.

"When we first came into town competitors and naysayers said that Park Street Market could not survive in this ever so competitive industry and that a neighborhood market is a thing of the past," Gamsho added. "I have taken what they said and used it as daily motivation to prove them wrong. There is a nostalgic trend 'brewing' in Kalamazoo, with our residents supporting local businesses, products and most importantly its people. Park Street Market is part of this trend, hiring local Northside and Kalamazoo residents, who take pride in serving their community. The nostalgia does not stop there; the lost art of butchering meat is displayed in our 40-foot meat case, cut fresh daily by local residents.

"Our deli and catering is headed by local famous Chef Ms. Dips, and many of our products are Michigan Made," Gamsho said. "Park Street Market has quickly become a community anchor for Kalamazoo and the Northside neighborhood with the help of Mattie Jordan Woods and the NACD.

- Strategic Plan 2010-11
- About the Chamber
- Programs and Events
- Community Information
- Membership Information
- Careers & Internships
- Media

UPCOMING EVENTS

Environmental Advisory Council

Date: April 12, 2011
Time: 12:00 pm - 1:00 pm

Professionals for Success 2

Date: April 13, 2011
Time: 8:00 am - 9:00 am

[more events »](#)



Winning this event proves that a local grocery store with great food, service and people can compete with the big boys."

Many of the attendees complimented that the deli sandwich was the best sandwich they had and voted for Park Street Market because the sandwich put them over the top in their overall presentation as well as taste.

"The story behind the award winning sandwich started when I was 14 years old and a childhood friend of mine took me to visit his Italian Nona (grandma)," Gamscho said. "Upon our visit, she had meats hanging waiting to cure. Once the curing process was done, which sometimes could take a year, she would distribute the meat to friends and relatives. Upon our departure she sliced off a chunk for each of us to use for sandwiches. From there we competed on who can use the meat to make the best sandwich. During the first sandwich-off, I used the meat with my secret ingredients to win the stomachs of my hungry friends. From there, they all conceded to my recipe and donated their chunk from Nona so I can make them my sandwich. Throughout the years my recipe became a cult following between family and friends.

"Upon winning the Taste of The Chamber event, I called my childhood friend to tell him that the sandwich I have been making for years, helped win the event, and now I will be making and delivering the sandwich for my customers in the greater Kalamazoo area, but before I can do that I need to disclose a name. He told me that you have to use the original name that our friends would call it, based on my nickname, 'The Kiki Special.'"

Winner receives a Tastiest of the Taste award and \$1000 advertising package on the Chamber's online communication vehicles. Participating Chamber member businesses include: Borgess Health, FireKeepers Casino, Friendship Village, Happy's Pizza, Hooters, Mangia Mangia, Meijer, Millennium Catering, Noodles & Company, Sam's Club, Smoothie King, The Beacon Club, The Park Club of Kalamazoo, The Park Street Market, and The Wine Loft.

The Taste of the Chamber features banquet facility, caterer, and restaurant members that provide samples of their menus and services. This popular event provides Chamber members and the community an evening of networking while sampling local menu selections.

The Kalamazoo Regional Chamber of Commerce's mission is to help members grow and prosper through leadership, programs and services focused on competitiveness, community improvement, and regional cooperation. With more than 1,800 members that employ nearly 70,000 people, it is the largest private, voluntary business association in southwest Michigan.



[Send this page to a friend](#)

[Show Other Stories](#)



346 W. Michigan Ave. Kalamazoo, MI 49007
Phone: (269) 381-4000 | Fax: (269) 343-0430 | [Contact Us](#)

Designed and Delivered by
Accrinet

