

Entertaining Tips from Wholly Guacamole make Bowl Season Homegating a WIN over Hectic Holiday Parties

--HomegatingHQ.com offers Coupons from Top Brands for Frugal Football Entertaining--

FORT WORTH, Texas (December 15, 2010) The 2010 College Football Bowl Schedule kicks off December 18 and includes games (almost daily) until the BCS National Championship Game on January 10, 2011.

“Tis the season” of packed social calendars, so sports-minded consumers seeking to entertain friends can embrace the season’s 35 game day schedule because it offers party-planning flexibility and a less hectic way to celebrate with friends. Skipping the stress involved with fancy events, and choosing to host a Bowl Season Homegating™ party is an easier way to entertain recommends the Nielsen top-ranked guacamole maker, Wholly Guacamole.

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The selection of Bowl Season games gives frugal fans more opportunity to share the passion of the sport with friends around some easy entertaining. Why not? Homegating during bowl season wins over cold and crowds—with a comfy couch, bathroom nearby, HDTV ready or “Wish Listed” and the house already decorated and full of goodies.

“Holiday visits should be about enjoying family and friends and having fun,” states Tracey Altman, vice president of marketing, Wholly Guacamole. “Add a simple game-day execution tips, and a Bowl Season Homegating party helps fulfill those long-standing ‘we need to get together soon’ commitments,” adds Altman.

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- 1) The “Good Food” Bowl - Served in the round, good food can take minimal effort. Find pre-cut veggies in the produce section and pair with fresh, pre-made, all-natural dips like Wholly Guacamole, Wholly Salsa and Wholly Queso. Select potato salad and pre-cooked beef ribs from the deli with a variety of BBQ sauces. Serve everything in bowls—don’t forget a bowl for bones and finger bowls too!
- 2) Hold a Chili Bowl Cook Off- Invite everyone to bring their favorite chili to the party, vote, and offer prizes for the “chili-est” effort. (Offer awards for the “Meatiest,” “Hottest,” “Most Creative Ingredient,” etc.) A topping bar with cheese, jalapenos, onions, salsa and sour cream adds the finishing touches.
- 3) Bowl Party Gift Exchange- Combine food, gifts and football via a pot-luck “Bowl Party” where everyone brings their favorite recipe, served in a bowl. When the food is gone, conduct a White Elephant swap to exchange the bowls, recipes and any leftovers.