

FACT SHEET

Festival Overview:

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits, chefs and culinary personalities, and gourmet foods. Held November 17-21, 2010, the event auctions benefit the American Institute of Wine & Food culinary arts scholarship program. Over 800 wines and spirits, 70 of San Diego's top fine dining restaurants and 30 gourmet food companies will participate in the 2010 Festival. Now in its seventh year, the San Diego Bay Wine & Food Festival has quickly grown into a world-class wine and culinary extravaganza. The five-day festival features wine tasting seminars, cooking classes by award-winning chefs, and an elegant Reserve Tasting. The festival culminates on Saturday at the star-studded Grand Tasting Event complete with the "Chef of the Fest Competition," celebrity cookbook signing tents, a special VIP tent, live entertainment, and more.

The San Diego Bay Wine & Food Festival is the largest wine and culinary event in Southern California and is nationally recognized by wine and food enthusiasts, media, chefs and winemakers alike.

The San Diego Bay Wine & Food Festival is produced by World of Wine Events, LLC.

Festival Highlights:

- **WineRave 2010:** A wine tasting event like no other the WineRave 2010 kicks off the San Diego Bay Wine & Food Festival by hosting 25 of the edgiest wine and spirits on the market today. Dance the night away at one of San Diego's top nightclubs, sip on exceptional vino, and chow down on some of the most "make-your-mouth-drool" food you can find. Tickets are \$45 in advance and \$60 at the door. Held Wednesday, November 17.
- **Cooking Demonstrations:** Held at the Macy's School of Cooking, and the San Diego Wine & Culinary Center on November 18 & 19, nationally recognized celebrity chefs and local culinary stars strut their stuff in these interactive and engaging classes. Each chef prepares a series of mouth-watering dishes with instruction and recipes provided so that attendees can make the dishes at home. All cooking classes are tasting events and are paired with one of the wineries featured at this year's Festival. Ticket prices range from \$45 to \$85.
- **Wine Tasting Classes:** Held at the San Diego Wine & Culinary Center on November 18 & 19, tasting classes feature discussions led by award-winning winemakers, sommeliers and master sommeliers from around the world. All classes are tasting events and guests will sample between five and seven wines per class. Class topics range from a Master

Sommelier Blind Tasting, AVA and single varietal tastings, among several others. Ticket prices range from \$45 to \$85.

- **Reserve & New Release Tasting featuring AIWF Silent Auction:** An exclusive and elegant evening for collectors of fine wine, the Reserve & New Release Tasting, held on November 19, sets the stage for wine enthusiasts to taste the pride of the vine from 160 wineries and spirits producers. Guests will also enjoy cuisine from 10 gourmet food companies and more. Exciting silent auction items such as large format bottles, libraries, and decanters will take the spotlight this year with proceeds benefiting the American Institute of Wine & Food culinary arts scholarship programs. Tickets are \$100 in advance, \$125 at the door.

- **Grand Tasting Event & “Chef of the Fest” Competition:** The Grand Finale to the sizzling five-day festival is the star-studded Grand Tasting Event held November 20 on the Embarcadero Park North behind Seaport Village. Seventy San Diego Star chefs show off their culinary artistry, 30 gourmet food companies wow you with their scrumptious fare, and 160 international winemakers and spirit producers pour some of the most renowned wines and spirits on the market today. Ticket price is \$125 per person in advance for general admission. Also featured at this year’s Grand Tasting:
 - **Cookbook Author Signing:** Celebrity chefs will be on hand in the Border’s Bookstore book tent to autograph copies of their best selling cookbooks.
 - **Live Entertainment:** Live musical performances will take place on both ends of the Festival.
 - **Chef of the Fest:** The “Chef of the Fest” competition is an action-packed culinary showdown involving all chefs during the Grand Tasting event on November 20. Chefs compete in one of five categories and are judged by a panel of local and national celebrity chefs, authors and members of the food and wine media. Through a tiered judging process, one chef is selected as the best representation of innovative, fresh, and flavorful cuisine and crowned “Chef of the Fest” walking away with up to \$50,000 in cash & prizes and some serious bragging rights.

- **Celebrity Chef Luncheon & AIWF Live Auction:** The AIWF Celebrity Chef Luncheon & Live Auction will take place on November 21 during the weeklong San Diego Bay Wine & Food Festival. The luncheon will feature 15 celebrity winemakers and a world-class menu filled with palate-pleasing cuisine prepared by a few nationally acclaimed celebrity chefs. Guests will dine at tables of 10, each table featuring one winemaker pouring favorites from their portfolio. The luncheon will culminate in a spirited live auction with jet-setting vacation packages, large format bottles, and one-of-a-kind items that are perfect for the serious wine and food enthusiast. Proceeds from the event’s auctions benefit The American Institute of Wine & Food Culinary and Enology Scholarship program. Each year, thousands of dollars are awarded to professionals and students in San Diego to further their careers in culinary and enology arts. To date, over

\$150,000 has been awarded to deserving students from proceeds raised at auctions during the San Diego Bay Wine & Food Festival. Tickets start at \$150.

Charity:

Proceeds from auctions at the San Diego Bay Wine & Food Festival benefit the American Institute of Wine & Food culinary arts scholarship programs.

About World of Wine Events, LLC:

World of Wine Events, LLC is an event management and festival production company specializing in the creation of world-class wine and culinary trade and consumer events. World of Wine Events provides strategic guidance, logistics, operations, marketing, public relations, and industry insights for winery and spirits road shows, distributor trade tastings, as well as large format tasting and lifestyle festivals. World of Wine Events is the producer of the San Diego Bay Wine & Food Festival, Southern California's largest wine and culinary extravaganza. More information on World of Wine Events and the San Diego Bay Wine & Food Festival may be found by contacting Michelle Metter at 858-578-9463 or by visiting www.worldofwineevents.com.

Corporate Headquarters:

World of Wine Events, LLC
San Diego Bay Wine & Food Festival
7556 Trade Street
San Diego, CA 92121

858-578-9463 (ph)
858-578-9462 (fx)

www.worldofwineevents.com

Spokesperson(s):

Michelle Metter
Festival Producer/Owner
858-578-9463
metter@fastforwardevents.com

Ken Loyst
Festival Producer/Owner
619-857-3800
loyst@fastforwardevents.com