

Contact:

Michelle Metter
San Diego Bay Wine & Food Festival
619-602-9789
mmetter@worldofwineevents.com



FOR IMMEDIATE RELEASE

**SAN DIEGO BAY WINE & FOOD FESTIVAL AND THE AMERICAN INSTITUTE
OF WINE AND FOOD TEAM UP TO AWARD CULINARY AND ENOLOGY
SCHOLARSHIPS**

Southern California's Largest Wine & Food Festival Raises Funds For AIWF Scholarships

San Diego, CA (August 2, 2006) – Producers of the San Diego Bay Wine & Food Festival (November 8-12, 2006) once again are teaming up with the San Diego Chapter of The American Institute of Wine & Food (AIWF) in their efforts to raise funds for culinary and enology scholarships for deserving students and professionals looking to further their career. All proceeds from both the Silent and Live auctions at the annual Festival are donated to AIWF and aid in the funding of scholarships to winning applicants.

“We are proud to provide an avenue in which the community can come together and help fund further education for San Diego’s rising culinary stars and wine experts,” said Michelle Metter, co-producer of the San Diego Bay Wine & Food Festival. “Our goal in producing this Festival is to help put San Diego on the map as one of the top fine dining destinations in the country and we firmly believe that these scholarship winners will go on to shape the culinary landscape of our city in years to come.”

Through donations made to the organization with funds raised at the San Diego Bay Wine & Food Festival, the San Diego Chapter of AIWF will award scholarships for the pursuit of culinary arts and enology/viticulture in full time or continuing education programs. The amounts will range from \$1,000 to \$5,000 and may be used for study within or outside of San Diego County.

Last year’s scholarship recipients include: Lisa Redwine of Molly’s Restaurant & Bar, Nicole Austria of The Art Institute of California – San Diego, and Chris Delaney with The Third Corner.

“AIWF is a non-profit educational organization whose mission is to enhance the quality of life through education about what we eat and drink,” said Lisa Lipton, chairwoman of the organization’s San Diego Chapter. “AIWF is dedicated to helping students and professionals pursue excellence in both culinary and enology fields and we are thankful for the San Diego Bay Wine & Food Festival’s ongoing contribution to our scholarship fund and commitment to this effort.”

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Applications will be accepted until September 15, 2006. The scholarship will be awarded by November 11, 2006 to be used during the coming year at the accredited school, college or university as specified by the application. Scholarship applications will be received by any current or prospective student or professional currently working in their field looking to pursue further education.

Applications may be found by visiting www.aiwf.org or visiting the San Diego Bay Wine & Food Festival website at www.worldofwineevents.com. Tickets for the San Diego Bay Wine & Food Festival are available online or by calling 619-342-7337.

ABOUT AIWF

AIWF was founded as a 501(c)(3) educational organization. It was established in 1981 by Robert Mondavi, the late Julia Child and others to promote a forum for the study and enjoyment of gastronomy. Visit www.aiwf.org for further information.

ABOUT SAN DIEGO BAY WINE & FOOD FESTIVAL

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Held November 8-12 in 2006, the event benefits the American Institute of Wine & Food culinary arts scholarship program. Over 700 wines, 50 of San Diego's top fine dining restaurants and 30 gourmet food companies and exhibitors will participate in the 2006 Festival. Now in its third year, the San Diego Bay Wine & Food Festival has quickly grown into a world-class wine and culinary extravaganza. The three-day festival features wine tasting seminars, cooking classes by award-winning chefs, and an elegant Reserve Tasting at one of San Diego's finest hotels. The festival culminates on Saturday at the star-studded Grand Tasting Event and Fine Wine/Lifestyle Auction complete with dueling chef demonstration stages, celebrity cookbook signing tents, "Living Large" entertainment tent, and more. For more information visit www.worldofwineevents.com.

Festival Sponsors include Union Bank of California, Viejas Casino, San Diego Magazine (Media Partner), Cox Communications, BMW, Fiji Water, Southwest Airlines, Expo Design Center, S. Pellegrino, Vine Times, California Olive Oil Council, Wine X Magazine, San Diego Marriott Hotel & Marina, Port of San Diego, Hornblower Cruises, Dining Out Magazine, Sadie Rose Baking Company, Macy's School of Cooking, Classic Party Rentals, Serving San Diego, Alanas Marketing & Creative, 760 KFMB, Imbibe Magazine, Fifty Seven Degrees, Radio ASB, North County Times Preview, Sign on San Diego, The Wild Thyme Catering Company, Lake Isle Press, Sadie Rose Baking Co., and igourmet.com.

ABOUT WORLD OF WINE EVENTS

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 619-602-9789 or by visiting www.worldofwineevents.com.