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FOR IMMEDIATE RELEASE

**SAN DIEGO BAY WINE & FOOD FESTIVAL LAUNCHES
“CHEF OF THE FEST” COMPETITION**

Southern California's Largest Wine & Food Festival Will Award Up To \$50,000 in Cash and Prizes to Winning Chef

San Diego, CA (July 31, 2007) – Producers of the San Diego Bay Wine & Food Festival (November 14-18, 2007) are turning up the heat this year with the launch of a high-stakes culinary competition set to handsomely reward one San Diego County-based chef with up to \$50,000 in cash and prizes.

“We are proud of the creativity and artistry exhibited by the chefs involved in our Festival and want to showcase, and reward, them in a really big way,” said Michelle Metter, the Festival’s co-producer. “It’s not easy for these chefs to prepare amazing food for thousands of people and have each dish taste just as good as the one before. This competition will spotlight those chefs who, despite the challenges, wow our judges through innovative, flavorful, consistent cuisine.”

The prize package awarded to the “Chef of the Fest” includes a jaw-dropping vacation of a lifetime for two to the ultra exclusive Turtle Island Fiji including round-trip airfare with Air Pacific, a professional range provided by US Foodservice, magazine exposure in Dining Out and San Diego Magazines, \$3,000 in cash, and a Tommy Bahama Rum Gift Basket. Additionally, the “Chef of the Fest” winner will return to the 5th Annual San Diego Bay Wine & Food Festival in 2008 as one of the headlining chefs with their own cooking class and appearances during the Grand Tasting.

The competition, which takes place on November 17 during the Festival’s Grand Tasting Event, is open to 60 professional San Diego County chefs. Each chef selects from one of five categories including Raw Foods, Meats, Poultry, Seafood/Fish, and Desserts and is then judged by a team of celebrity chefs, educators, members of the food and wine media, and industry professionals.

Judges include *Savour Magazine* Editors James Oseland and Paul Lucaks; James Beard Award Winning Author, Laura Werlin; *San Diego Union Tribune* Food Contributor Maria Hunt, *San Diego Magazine* Publisher, Maureen Sullivan; Culinary Educator, Chef Vikki Nulman; *Restaurant Hospitality Magazine* Reporter, Libby Platus and 12 others.

The “Chef of the Fest” winner will be announced during the Festival’s Grand Tasting on November 17. For more information on the Chef of the Fest Competition call 619-342-7337 or visit online at www.worldofwineevents.com.

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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 14-18, 2007, the event benefits the American Institute of Wine & Food culinary arts scholarship program. Over 700 wines, 60 of San Diego's top fine dining restaurants and 30 gourmet food companies and exhibitors will participate in the 2007 Festival. Now in its fourth 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 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, Cost Plus entertainment tent, and more. For more information visit www.worldofwineevents.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, 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.

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