



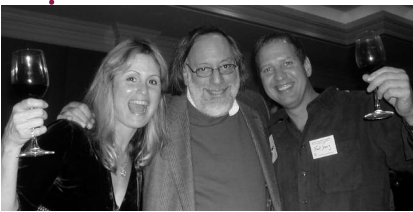
Join Us!

Respond by December 31, 2007 for
**Special Membership
Discounts!**

The American Institute of Wine & Food

*We enhance quality of life through education
about what we eat and drink*

We're a non-profit, educational organization founded by Julia Child, Robert Mondavi, Richard Graff, and others in 1981 to advance the understanding, appreciation, and quality of what we eat and drink.



The AIWF is one of the few national organizations that offer events and programs for dedicated wine and food enthusiasts and professionals. With 27 chapters in major cities across the United States and over 4,000 members, we're a diverse group of individuals from every region. You'll always find people who love good food and good wine in your local chapter area or wherever you travel around the country.

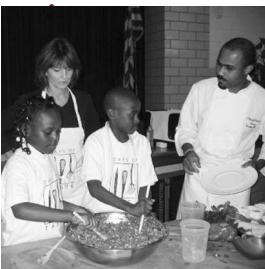


From wine tasting dinners to meeting the latest cookbook authors and chefs, our events are innovative, educational, and fun.

Local chapters across the country present multiple events each year and it's a wonderful way to meet knowledgeable people in the industry and socialize with others with similar interests. Whether it's enjoying an exclusive winemakers dinner and tasting, meeting the latest cookbook author, attending gala black tie auctions or a barbecue cookoff, our programs are innovative, educational, and fun.

The AIWF offers events and programs for dedicated wine and food enthusiasts and professionals.

Days of Taste,[®] our signature outreach program, is creating a recipe for success by bringing together elementary school children, ingredients from local farms and local chefs. Days of Taste[®] teaches students in an engaging way about the importance of fresh food and how ingredients weave their way through daily life, from farm to table.



Become a member today! There are seven different levels of membership; choose the one that is right for you by filling out the form on the other side. San Diego AIWF members receive a 10% discount on purchases at Venissimo Cheese in San Diego and Del Mar and can purchase tickets to the San Diego Bay Wine & Food Festival at a discount price.



Membership Applications must be received by December 31, 2007 for special discounts.

Join The American Institute of Wine & Food Today!

Complete the following form and mail or fax with your check or credit card information to:

The American Institute of Wine & Food, San Diego Chapter
2683 Via de la Valle #G-517, Del Mar, CA 92014
Tel 619-297-0951 Fax 619-297-0949

The AIWF is a 501(c)(3) charity and a portion of your membership dues is tax deductible. AIWF dues are non-refundable.

New member

Member Name

Home Address

City

State

Zip Code

Day Phone

Evening Phone

Email Address

Chapter Affiliation

Preferred Chapter Affiliation: Members may belong to only one chapter. You will automatically be assigned to the chapter closest to you, based on your zip code, and will receive regular membership mailings from that chapter, unless you request a specific chapter affiliation.

JOINT MEMBERSHIP Save \$25 on the cost of two individual memberships by joining with your friend, business colleague, or spouse. All AIWF mailings and materials will be sent to the ONE mailing address provided and you may add a second email address.

Joint Member Name

BUSINESS INFORMATION If you would prefer to receive mailings at your business address instead of your home, please complete the following:

Company Name

Your Position Title

Company Address

Day Phone

City

State

Zip Code

MEMBERSHIP LEVELS

35 Years & Under – \$25.00 An individual who is 35 years old or younger (students & young enthusiasts) Includes membership benefits for one.

Individual – ~~\$75.00~~ Now \$60.00 Includes membership benefits for one.

Dual – ~~\$125.00~~ Now \$100.00 Add a friend, colleague or spouse to the individual membership category. You will receive only one set of materials at the mailing address listed above.

Professional / Contributing – \$150.00 This category is designated for food & wine industry professionals and includes membership benefits for one and a commemorative membership certificate. A portion of your membership goes towards supporting AIWF educational programs and scholarships.

Business / Winery / Restaurant – \$250.00 Includes full membership benefits for two designated representatives, both assigned to the same chapter; presence on the local AIWF website; an

opportunity to send its own designed postage pre-paid promotional mailing to the chapter membership once a year; a commemorative membership certificate; and other publicity/benefits the chapter offers to such members.

Chapter Partner – \$500.00 Includes full membership benefits for four designated representatives, both assigned to the same chapter; presence on the local AIWF website; an opportunity to send its own designed postage pre-paid promotional mailing to the chapter membership twice each year; a commemorative membership certificate; and other publicity/benefits the chapter offers to such members.

National Partner – \$2,500.00 Includes full membership benefits for up to ten designated representatives, each of whom may be assigned to different chapters; access to the national mailing list for up to two mission-related mailings; prominent display of logo on the national AIWF website; a commemorative membership certificate; and priority sponsorship opportunities at the national level.

Donation to **Days of Taste**® our children's food education program: \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Check enclosed (payable to The AIWF) Charge: American Express MasterCard VISA

Credit Card Number

Expiration Date

Cardholder's Name & Signature

All AIWF Members receive: ■ Discounted subscriptions to leading food and wine publications. ■ Special member pricing on AIWF events and programs throughout the country. ■ Networking opportunities at the local and national level with well-known chefs, authors, restaurateurs, wine and food producers, as well as other professionals and wine and food enthusiasts. ■ Select invitations to AIWF partner events and member-only offers on consumer goods and services.