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**SAN DIEGO BAY WINE & FOOD FESTIVAL RECOGNIZED IN BIZBASH
MAGAZINE'S LIST OF TOP 100 EVENTS IN SOUTHERN CALIFORNIA**

San Diego, CA (March 27, 2007) – The San Diego Bay Wine & Food Festival landed in *BizBash Magazine's* coveted annual ranking of Southern California's "Top 100 Events," and is listed third overall in the region's top food and hospitality events.

In the article *BizBash* editors state, "With all its parades, benefits, product launches, award ceremonies, and so much more, Southern California plays host to thousands of events year round. In our annual list we select 100 in the region that make the greatest impact on their industries, draw the biggest crowds, generate the most money for the area's economy, or generally get – and earn – much hype around town."

As the largest luxury wine and food festival in Southern California, the San Diego Bay Wine & Food Festival features 160 of the world's top wine and spirits producers, 60 of San Diego's award-winning fine dining restaurants, celebrity chefs, legendary winemakers, wine tasting and cooking classes, olive oil tasting and competition, a Reserve & New Release wine tasting, Embarcadero Bay Park Grand Tasting, along with spirited live and silent auctions.

"*BizBash Magazine* has an exceptional reputation in the meeting and events industry and we are thrilled to be recognized by their editors as one of the top events being produced in Southern California," said Michelle Metter, the Festival's co-producer. "In only four years we have created a truly world-class wine and food experience that spotlights the city's culinary innovation and creates a true fan base for the hundreds of wine and spirits featured throughout the event's five days. It is wonderful to be recognized for what we have been able to achieve thus far."

Proceeds from the event's live and silent auctions benefit the American Institute of Wine & Food culinary and enology scholarships for students and professionals in San Diego. In 2006, the donations from the festival to AIWF resulted in the award of seven educational scholarships.

For more information on the San Diego Bay Wine & Food Festival held November 14-18, 2007 visit www.worldofwineevents.com or call 619-342-7337.

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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, "Living Large" 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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