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**WORLD-RENOWNED CHEFS AND 15 CELEBRITY WINEMAKERS UNITE FOR
CELEBRITY CHEF LUNCHEON & AIWF BIG BOTTLE LIVE AUCTION
DURING THE WEEK-LONG SAN DIEGO BAY WINE & FOOD FESTIVAL**

*Proceeds from the Event's Auction Benefit
The American Institute of Wine & Food Culinary and Enology Scholarship Program*

San Diego, CA (October 10, 2008) – Serious foodies and wine collectors will raise a few highly coveted glasses of wine during the Celebrity Chef Luncheon & AIWF Big Bottle Live Auction held November 14 – part of the week-long lineup of events in store during the annual San Diego Bay Wine & Food Festival. The exclusive luncheon pairs chef with winemaker, master sommelier with artist and auctioneer in a three-hour star-studded event, said Michelle Metter, the Festival's co-producer.

"The talent and artistry coming together for this event is truly remarkable," added Metter. "In one afternoon a select few will have a once in a lifetime opportunity to dine with a winemaker of their choice while eating a meal prepared by chefs at the very top of their craft. The luncheon is a who's who of the culinary and wine world and something very unique to San Diego."

The star power at the luncheon is name-dropping at its best. The afternoon is hosted by celebrated artist Thomas Arvid and features four world-renowned celebrity chefs, with numerous awards and accolades to their credit. Celebrity chefs lending their talents to this event include former *Food & Wine Magazine* Best New Chef, Chef Gavin Kaysen of Café Boulud in NYC; Author/Owner Sondra Bernstein and Executive Chef John Toulve of Girl & A Fig in Sonoma; Author and Chef Jimmy Schmidt of Rattlesnake in Palm Desert and Detroit; and local celebrity Chef and Author Bernard Guillas of the Marine Room.

While the menu created by these chefs is sure to satisfy guests' appetites, their palate will be quenched by one of the event's highly coveted wineries, each hosting one of 15 available tables. Wineries include Ferrari Carano Vineyard and Winery, Healdsburg; John Tyler Wines by Bacigalupi, Healdsburg; Joseph Phelps Vineyards, Napa; Justin Vineyards and Winery, Paso Robles; Laird Family Estate, Napa; Quintessa, Napa; Silver Oak, Napa; Silverado Vineyards, Napa; Spring Mountain Vineyard, St. Helena; Stag's Leap Wine Cellars, Napa; Tandem Wines, Sebastopol; and Trinchero Napa Valley, St. Helena.

The luncheon is only open to 150 guests, dining at tables of 11, each table hosted by one winemaker or winery representative with wines poured from their portfolio.

The event's menu includes:

Reception

Bernard Guillas: Executive Chef of the Marine Room – La Jolla
Truffled Wild Mushroom Shooters
Linguiça, Hazelnut Dukkha Dust, Hoja Santa Foam

Rose Geranium Scented Buttercup Squash Shooters
Fennel Pollen Dust, Frosted Sun Dried Blueberries

Gavin Kaysen: Executive Chef of Café Boulud – New York City
Maine Peekytoe Crab
Green Apple Gelée, Celery Root Remoulade, Apple Chip

Jimmy Schmidt: Owner/Executive Chef of Rattlesnake – Detroit, Palm Desert
Seared Foie Sandwiches
Black Sea Salt & Tellicherry Pepper

Sondra Bernstein, Owner, &
John Toulve, Executive Chef of The Girl and The Fig – Sonoma
Panisse Cake
Pork Belly & Pomegranate

Le Dejeuner

Sondra Bernstein & John Toulve
“Estate Crafted” Lardo Wrapped Wild Prawns
Celery Heart Salad, Fennel Vinaigrette and Candied Fennel Seeds

Jimmy Schmidt
Sea Scallop and Lobster Reverse Ravioli
Swimming in a Ginger Froth with Pasta Pearls, Crispy Ginger Salad

Gavin Kaysen
Brandt Farms Beef Duo
Braised Short Rib, Seared Ribeye, Kabocha Squash Purée
“Pomme de Terre au Four”, Glazed Autumn Vegetables, Red Wine Jus

Bernard Guillas
Nectars of the Gods
Griottes Cherries Chuao Pot De Crème
Bitter Sweet Kona Almond Tart
Gianduja Chocolate Crunch

The luncheon and tasting will culminate in an exciting live auction with many one-of-a-kind items ideal for a serious wine and food enthusiast such as large format bottles and luxurious culinary vacation packages. Proceeds raised through the auction will benefit the American Institute of Wine and Food Culinary and Enology Scholarship program. Each year, thousands of dollars are awarded to students and professionals in San Diego to further their careers in culinary and enology arts. There has been over \$100,000 granted to AIWF in the past.

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The Celebrity Chef Luncheon & AIWF Big Bottle Live Auction will take place on November 14, 2008 from 11:30 a.m.- 2:30 p.m. at the San Diego Marriott Hotel and Marina. Prices start at \$150, which includes a four-course luncheon and wine pairing. Sponsored tables are \$2,500 and include 10 seats and choice of winemaker table. Tickets may be purchased online at www.worldofwineevents.com or, table sponsorships may be reserved by calling 619-342-7337.

The San Diego Bay Wine & Food Festival is held November 12 – 16, 2008. A complete schedule of events is available online at www.worldofwineevents.com.

ABOUT THE AMERICAN INSTITUTE OF WINE AND FOOD

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. San Diego is host to the AIWF Culinary Collection at the Mandeville Special Collections Library at UCSD. AIWF's signature education program Day's of Taste is a discover-based program which introduces elementary school children to the basic elements of taste and teaches them how food weaves its way through daily life from farm to table. Visit www.aiwf.org for further information.

SAN DIEGO BAY WINE & FOOD FESTIVAL

The 5th Annual 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 12-16, 2008, 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 2008 Festival. For more information visit www.worldofwineevents.com.

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