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FOR IMMEDIATE RELEASE

**SAN DIEGO BAY WINE & FOOD FESTIVAL COMBINES CELEBRITY CHEFS,
WORLD RENOWNED WINEMAKERS, AND MOUTHWATERING CUISINE IN
THREE-DAY WINE AND FOOD EXTRAVAGANZA**

Southern California's Largest Wine & Food Festival Takes Center Stage This November

San Diego, CA (April 3, 2006) – When over 700 world-class wines combine with San Diego's top culinary artisans and nationally recognized celebrity chefs, one thing is for sure – The San Diego Bay Wine & Food Festival once again comes to America's Finest City. Held November 9, 10 and 11 the event is now Southern California's largest and most recognized festival for foodies, said Michelle Metter, the Festival's co-producer.

"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," said Metter. "We have added even more celebrity chefs, and expanded the number of wineries and restaurants that can participate in order to bring one of the nation's best wine and food events to San Diego's foodie community."

The three-day festival features wine tasting seminars, cooking classes by James Beard award-winning chefs, wine dinners, 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.

The line-up of celebrity chef cooking demonstrations, wineries and restaurants will go live on the Festival's Web site beginning May 15, 2006. Celebrity chefs in year's past have included James Beard award-winning book author Laura Werlin; Chef Owner of Kinkead's Restaurant and James Beard award winner, Bob Kinkead; French Embassy Chef Patrice Oliven; and Chef Robert Irvine, culinary consultant to the White House.

"We are dedicated to bringing high caliber and award-winning wineries, restaurants, and chefs to this event so that everyone in attendance can walk away wowed by their experience," added Metter. "Since the event sold out last year, we have released a small amount of additional tickets that will be available to the public. The event will continue to remain exclusive so that attendees never have to wait in exorbitant lines to talk with winemakers and taste the trend-setting cuisine prepared by our star chefs."

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Tickets for this year's event go on sale on June 1 on the Festival's Web site. Food and wine lovers who want to attend are encouraged to book early and are cautioned that the event will sell out.

For more information on the San Diego Bay Wine & Food Festival please visit the Web site at www.worldofwineevents.com or call 619-342-7337.

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 9, 10, 11 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 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 James Beard 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), Fiji Water, Southwest Airlines, San Diego Marriott Hotel & Marina, Port of San Diego, Hornblower Crusies, Dining Out Magazine, Sadie Rose Baking Company, 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.

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