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**CELEBRITY GUEST TED ALLEN LENDS HIS TALENTS TO
FIFTH ANNUAL SAN DIEGO BAY WINE AND FOOD FESTIVAL**

Allen to Appear as Headliner by Hosting Two Festival Events On November 14

San Diego, CA (July 24, 2008) –Ted Allen, well-known for his new show, “Food Detectives” on the Food Network and roles as cooking expert on “*Queer Eye for the Straight Guy*”, Food Network’s “*Iron Chef America*” and Bravo’s “*Top Chef*”, will join the San Diego Bay Wine and Food Festival (November 12-16) appearing as a Headliner and Host of two Festival events. Allen’s numerous years of culinary and wine experience as well as his love for cooking make him a welcomed addition to the Festival, said Michelle Metter the Festival’s co-producer.

“We are excited to have Ted Allen join our panel of celebrities appearing this year,” said Metter. “His ability to turn the art of cooking and wine pairing into an entertaining and approachable experience makes him an excellent and honored guest for our Fifth Annual Festival.”

Attendees at this year’s Festival will have two opportunities to meet Ted Allen in person. On Friday, November 14, Allen will teach from 3:00-4:00 PM at Macy’s School of Cooking. Guests lucky enough to get a ticket for this highly-anticipated class will learn to make two of Allen’s signature recipes from his book *The Food You Want to Eat: 100 Smart, Simple Recipes* while sipping on wines provided by Robert Mondavi Private Selection, for which Allen serves as Food and Wine Ambassador.

In addition, Ted Allen will host the Festival’s Reserve and New Release Tasting on Friday, November 14, from 6:30-9:30 PM, aboard the Hornblower’s *Inspiration*. This special tasting features over 150 award-winning winemakers and a selection of 15 gourmet food stations from San Diego’s top caterers.

Ted Allen drew national acclaim and gained prestige as a food and wine connoisseur with his television debut on Bravo’s “*Queer Eye for the Straight Guy*”. Since 2003, Allen has made regular TV appearances on “*Top Chef*” and “*Iron Chef America*”, as well as hosting the documentary, “*Uncorked: Wine Made Simple*” on PBS. He has been a contributing editor for *Esquire* for over ten years, adding his culinary and style insights to the magazine. Allen also writes regularly for *Bon Appetit* and *Epicurious.com*, and was previously an editor and restaurant critic for *Chicago Magazine*. Allen’s new show on the Food Network titled “*Food Detectives*” began July 29, 2008.

More information and tickets for Ted Allen’s cooking class and the Reserve and New Release Tasting are available at www.worldofwineevents.com. A complete schedule and line up of all events for the 5th Annual San Diego Bay Wine & Food Festival can be found by visiting the website or calling 619-342-7337.

(more)

Festival, page 2

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 wineries, 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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