

**Contact:**

Evan Klein

San Diego Bay Wine & Food Festival

858-578-9463

klein@fastforwardevents.com

**FOR IMMEDIATE RELEASE**

SAN DIEGO BAY WINE & FOOD FESTIVAL ANNOUNCES TICKETS ON SALE DATE FOR 7TH ANNUAL SHOWCASE

*Southern California’s Largest Wine & Food Festival Will Take Place November 17-21, 2010*

SAN DIEGO, (May 4, 2010) – The San Diego Bay Wine & Food Festival, one of the nation’s most anticipated luxury wine and food events of the year, returns November 17-21 for a five-day extravaganza of epicurean grandeur. Tickets for the 2010 Festival will go on sale June 15. While the official Festival lineup of classes and participating celebrity chefs will not be announced until late spring, the 7th Annual San Diego Bay Wine & Food Festival will feature the finest cuisine from the city’s best chefs, nearly 1,000 wines from wineries all around the world, cooking classes and wine tasting seminars with wine and food celebrities, and much more, said Michelle Metter, the Festival’s co-producer.

"Our 6th Annual Festival was a tremendous success, bringing in wine and food enthusiasts from around the country looking for an unparalleled culinary experience," added Metter. "We have big plans in store for our 7th Annual Festival to make it better than ever. With a list of culinary superstars gearing up to join us, along with some of the nation’s top producers of fine wines and gourmet food, we are thrilled once again to host the San Diego Bay Wine & Food Festival in ‘America’s Finest City.’”

As the largest wine and food festival in Southern California, the San Diego Bay Wine & Food Festival features 170 of the world’s top wine and spirits producers pouring over 1,000 different wines, 70 of San Diego’s finest restaurants, culinary personalities and celebrity chefs, cookbook authors, legendary winemakers and gourmet food purveyors. The week-long celebration features wine tasting seminars and cooking classes, a WineRave, the elegant Reserve & New Release Tasting, Wine Dinners, an AIWF Big Bottle Auction & Celebrity Chef Luncheon, Tommy Bahama Rum VIP Party, $50,000 “Chef of the Fest” Competition and the unforgettable, star-studded Grand Tasting Event.

The 2010 Festival will draw in a crowd of over 10,000 food and wine enthusiasts over the five-day event. Foodies, winemakers, and chefs from all over the country converge in San Diego to take part in the festivities, selling out events all week.

Proceeds from the event’s live and silent auctions benefit the American Institute of Wine & Food culinary and oenology scholarships for students and professionals in San Diego. The Festival has raised over $150,000 for the AIWF to date.

Ticket for the 7th Annual Festival will go on sale June 15. For more information, visit www.worldofwineevents.com or call 619-342-7337.

Festival Dates, page 2

SAN DIEGO BAY WINE & FOOD FESTIVAL

The 7th 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 17-21, 2010, the event benefits the American Institute of Wine & Food culinary arts scholarship program. Over 170 wineries, 70 of San Diego’s top fine dining restaurants and 30 gourmet food companies and exhibitors will participate in the 2010 Festival. For more information visit [www.worldofwineevents.com](http://www.worldofwineevents.com). Produced by World of Wine Events and Fast Forward Event Productions. For more information call 858-578-9463.

###