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**FOR IMMEDIATE RELEASE**

**FAST FORWARD EVENT PRODUCTIONS ANNOUNCES THE LAUNCH OF THE GOURMET EXPERIENCE**

*Food, Luxury and Lifestyle Event to Hit San Diego October 9-10, 2010*

SAN DIEGO, (May 18, 2010) – Fast Forward Event Productions, producers of the nationally acclaimed San Diego Bay Wine & Food Festival, announced today the launch of its new luxury lifestyle event, [The Gourmet Experience](http://www.thegourmetexpo.com). Scheduled for October 9-10, 2010, The Gourmet Experience is a food, luxury and lifestyle showcase that features the best in gourmet products and services, said Michelle Metter, partner at Fast Forward Event Productions.

“The Gourmet Experience takes center stage in San Diego featuring hundreds of food, luxury and lifestyle products made for the refined tastes and sophisticated palates of gourmet aficionados in the city,” added Metter. “From top-of-the-line cookware to epicurean travel tours and luxury products perfect for home entertaining, The Gourmet Experience is an outstanding opportunity for Southern Californians to get a taste of the gourmet lifestyle in two action-filled days.”

While this event takes place in a convention hall, it is not your everyday expo. Over two days, attendees will have the opportunity to review food, luxury and lifestyle products and services by:

* Tasting from among the newest gourmet foods available today
* Evaluating the latest in home and outdoor entertaining products
* Testing out kitchen equipment
* Planning their next dinner party
* Learning new trends in casual and fine china, flatware and crystal
* Getting up close culinary instruction from some of San Diego’s most celebrated chefs
* Researching new destinations, resorts and hotels catering to gourmet aficionados
* Sipping on a selection of luxury wines, spirits and craft beer
* Exploring large appliance purchases and kitchen remodeling options

Attendees at The Gourmet Experience will have also have the opportunity to enjoy these additional expo highlights:

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***Gourmet In Action Stage***

The Gourmet Experience features daily cooking demonstrations led by San Diego’s top celebrity chefs. Attendees will get the chance to see their favorite chefs light up the stage as they whip up gourmet delicacies using products found at The Gourmet Experience.

***“That’s The Spirit” Beer & Wine Pavilion***

Age appropriate gourmands in attendance are invited to enter the “That’s the Spirit” Pavilion, where they will have the opportunity to get a sip of “the good life” as they taste and explore fine wines, craft beer and spirits produced by award-winning producers.

Brands that have products or services in the Gourmet Accessories, Gourmet Foods & Beverages, Dining & Entertaining, Gourmet Education, Interior Design, Kitchenware, Outdoor Entertaining, and Travel industries among others will represent their products and services at The Gourmet Experience.

Gourmands looking to satisfy their hunger for a single day of The Gourmet Experience may purchase a Single Day Pass, good from 10 a.m. – 2 p.m. on either one of the action-packed days. Tickets are $25 in advance and $30 at the door.

Those that want an extended taste of The Gourmet Experience can get “The Weekend Gourmet” pass, giving attendees access to the expo for the entire weekend. Tickets are $40 in advance and $45 at the door.

Children 12 years of age and under are admitted into the expo at no cost.

For more information about The Gourmet Experience, visit [www.thegourmetexpo.com](http://www.thegourmetexpo.com).

THE GOURMET EXPERIENCE

The Gourmet Experience is a food, luxury and lifestyle event showcasing the best in gourmet products and services. From professional cookware to epicurean travel tours to home entertaining, The Gourmet Experience is the ultimate lifestyle event for those with refined and sophisticated tastes. Held in San Diego on October 9-10, 2010, the event features over 250 exhibitors showcasing gourmet cuisine, products and services geared toward the everyday gourmand. For more information, visit [www.thegourmetexpo.com](http://www.thegourmetexpo.com).

FAST FORWARD EVENT PRODUCTIONS

As an award-winning turnkey event management and marketing solutions provider, Fast Forward Event Productions specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies, street team and mobile marketing tours for the luxury marketplace.

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From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward Events accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience.

Fast Forward Events is the producer of the San Diego Bay Wine & Food Festival, Southern California’s largest luxury wine and culinary experience now in its seventh year.

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