



SOUTH BEACH
**WINE
& FOOD**
FESTIVAL
PRESENTED BY **FOOD&WINE** MAGAZINE

WELCOME
MIAMI & THE BEACHES
CHANNEL

WELCOME CHANNEL IS IN ITS THIRD YEAR AS MEDIA SPONSOR OF FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL

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September 29, 2008 MIAMI -- The Welcome Channel announced today that it will be a proud sponsor of the 2009 Food Network South Beach Wine & Food Festival, February 19-22, 2009 for the third time.

The event hosts some of the world's greatest culinary superstars and wine and spirits personalities, who will again converge in South Beach for four days of non-stop food and wine indulgence. Co-hosts Southern Wine & Spirits of Florida and Florida International University (FIU) will orchestrate a weekend of unmatched gastronomy, taking South Florida's eclectic culinary scene to new heights.

"We are extremely pleased to be involved as a sponsor once again of the Food Network South Beach Wine and Food Festival. A terrific event for all the visitors to Miami and the Beaches," said April Donelson, Sales and Marketing Director for The Welcome Channel. The festival benefits the FIU School of Hospitality and Tourism Management.

"We are delighted to partner with Welcome Channel again in 2009," notes Lee Brian Schragger, Founder and Director of the Food Network South Beach Wine & Food Festival. "Welcome Channel is a terrific way to reach those visiting Miami from around the world, and we are happy to have their continued support."

Celebrating its eight year, the 2009 festival kicks-off on Thursday, February 19 with an exclusive **Salute to Spain Dinner** at the Biltmore Hotel in Coral Gables, featuring a distinguished guest to be announced at a later date. From there, other new events include:

- Brunch at Miami Beach's iconic Joe's Stone Crab featuring magnums of champagne from Moët & Chandon, Veuve Clicquot and Dom Perignon.
- A succulent seafood celebration at the Mandarin Oriental hotel brought to you by the islands of Turks and Caicos, accented by Kim Crawford wines.
- Luxurious brunch set to sizzle at the Delano Hotel; featuring Dolce wines and hosted by Katie Lee Joel and Food Network's Chef Anne Burrell, the affair will be an elite opportunity to experience Dolce's "liquid gold" in one of Miami Beach's defining boutique hotels.
- The 2009 dinner series also includes an Indian dinner hosted by Madhur Jaffrey, an all-organic dinner at Paradise Farms hosted by Michael Schwartz, and the Wolfsonian Mouton-Rothschild Dinner held in the presence of Baroness Philippine de Rothschild of Chateau Mouton-Rothschild.

Continuing the festival tradition of recognizing extraordinary leaders in the culinary industry, the 2009 Tribute Dinner will honor Mr. BAM himself, Emeril Lagasse. In a prestigious parade of talent at the Loews Miami Beach Hotel, a night emceed by none-other than Martha Stewart will feature dishes by Bobby Flay, Mario Batali, Charlie Trotter, Eric Ripert, Nobu Matsuhisa, and more as part of this very special night honoring Chef Lagasse's energy and pioneering-style.

Late Night Parties

In true South Beach fashion, the 2009 festival will also feature a selection of elite late-night soirees.

- The fun begins with a party produced by *MIAMI* magazine and hosted by Tyler Florence, host of Food Network's *Tyler's Ultimate* and *Food 911*.
- The return of **Harrah's Poker Party and Casino Night hosted by Food Network's Paula Deen**.
- A not-to-be missed late-night party sponsored by the spirits of Patrón.
- Stylish and creative, Sandra Lee – star of Food Network's *Semi-Homemade with Sandra Lee* – offers her own spin on the festivities by inviting everyone over for a good old-fashioned sunset pool party.
- A perfect ending to the 2009 Food Network South Beach Wine & Food Festival will be the ultimate closing party hosted by Food Network's Bobby Flay and actress Stephanie March, complete with fabulous drinks and all manner of gourmet hors d'oeuvres and desserts.

Festival Classics

Festival classics will return with wine and culinary celebrities hosting dinners, tastings, wine seminars, interactive cooking lunches, and much more. The 2009 *Wine Spectator* Wine Seminar Series and the Bank of America Lifestyle Wine and Spirits Seminars will offer educational and entertaining tastings to satisfy the palettes of both novices and aficionados alike, expanding to take place at both the Miami Beach Convention Center and the Loews Miami Beach Hotel.

- The **Whole Foods Market Grand Tasting Village** featuring the American Express Grand Tasting tents returns with America's best blend of tasting, superstar chefs and fun.
- Celebrating its third year as part of the festival, Amstel Light's Burger Bash hosted by Rachael Ray serves as the perfect start to the entire line-up of the star-studded wine and culinary extravaganza.
- **Wine Spectator's Best of the Best sponsored by Bank of America** will move into the illustrious new space of the Fontainebleau Miami Beach; utilizing over 25,000 square feet of newly renovated ballrooms and the outdoor terrace, highlighting a luxurious lounge presented by *Cigar Aficionado*. The event will continue to showcase the talents of the world's greatest chefs; including David Chang, John Besh, John Fraser, and Patrick O'Connell, and winemakers from Jordan Vineyard & Winery, Joseph Phelps Vineyards and Schrader Cellars, among others.
- The festival's perfect pairing of America's best barbeque and champagne will be back as the **Perrier-Jouët BubbleQ hosted by Tom Colicchio**, featuring the talent of Adam Perry Lang, Clay Conley, Jonathan Eismann, Rick Bayless, Chris Lilly, Marcus Samuelsson, and many more.

All events of the Food Network South Beach Wine & Food Festival are supported by the students of **FIU's School of Hospitality and Tourism Management**. Each year, more than 500 students volunteer to assist organizers with sponsorship fulfillment, restaurant and exhibitor recruitment, logistics, inventory as well as working alongside some of the world's greatest celebrity chefs and winemakers. In addition to receiving a first-rate education in one of the country's most diversified hospitality and tourism markets, these students are provided the opportunity to work hands-on with some of the industry's greatest leaders through the Food Network South Beach Wine & Food Festival.

For a complete listing of events and for more information, please visit the Festival website at www.sobewineandfoodfest.com or call 305-627-1275.

THE WELCOME CHANNEL (www.welcomechannel.tv) The Welcome Channel is Miami and the Beaches premiere visitor in-room programming. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, the Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events...catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option.

ABOUT THE FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL All proceeds of the festival benefit the students of the Florida International University School of Hospitality and Tourism Management who also assist festival organizers with sponsorship fulfillment, restaurant and exhibitor recruitment, logistics, and inventory as well as working alongside some of the world's greatest celebrity chefs and winemakers. In addition to receiving a first-rate education in one of the country's most diversified hospitality and tourism markets, these students are provided the opportunity to work hands-on with some of the industry's most experienced leaders.

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