



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

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CHANNEL

WELCOME CHANNEL IS ONCE AGAIN A MEDIA SPONSOR OF FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL

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September 1, 2009 MIAMI -- The Welcome Channel announced today that once again it will be a proud sponsor of the 2010 Food Network South Beach Wine & Food Festival, February 25-28, 2010.

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 very pleased to be involved as a sponsor once again of the Food Network South Beach Wine & Food Festival. This is a terrific event for all of our international and domestic travelers 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 and the Southern Wine & Spirits Beverage Management Center.

"We are delighted to partner with Welcome Channel again in 2010," notes Lee Brian Schragar, Founder and Director of the Food Network South Beach Wine & Food Festival. "Welcome Channel has proven to be a great way for us to reach those visiting Miami from around the world, and we are happy to have their continued support."

True to fashion, the ninth annual wine and culinary extravaganza returns with events highlighting the latest trends in the industry. The **2010 Tribute Dinner** honoree is world-renowned culinary master Daniel Boulud, a winner of multiple awards from the James Beard Foundation and recipient of the Chevalier de la Légion d'honneur from the French government for his contribution to the advancement of French culinary culture, among several other accolades. The celebration will feature dishes from some of the finest chefs: Eric Ripert, Paul Bartolotta, Claude Troigros, Nobu Matsuhisa, and Festival host hotel Loews Miami Beach executive chef Gordon Maybury. Exciting new additions to the 2010 Festival include:

- The Festival highlights the talents of the hottest new dining destination in Miami, the Miami Design District, with a one-of-a-kind dining opportunity to taste the culinary expertise of chefs from Senora Martinez, Michael's Genuine Food & Drink, Pacific Time, and Fratelli Lyon – all in one evening!

- The Barilla Interactive Lunch series at the Biltmore Hotel in Coral Gables receives a makeover as the Festival debuts a **Barilla Interactive Dinner** hosted by Lidia Bastianich and her son, wine specialist Joe Bastianich.
- Ming Tsai will host a Dim Sum Dinner under the alluring atmosphere of the Setai.
- Food Network stars including Guy Fieri (*Diners, Drive-Ins and Dives*), Paula Deen (*Paula's Best Dishes*), Pat and Gina Neely (*Down Home with The Neelys*), and Sandra Lee (*Sandra's Money Saving Meals*) will be on-hand for culinary demonstrations and book signings at the Whole Foods Market Grand Tasting Village, late night parties, and more!
- Enjoy the **Wine Spectator wine seminars** with executive editor Thomas Matthews and senior editor Bruce Sanderson. Also, wine aficionados Gary Vaynerchuk, Kevin Zraly and Mark Oldman will be on-hand to help navigate both novices and experts thru the finest selections in the Southern Wine & Spirits of Florida portfolio at the **Bank of America lifestyle seminars**.

Festival favorites return, re-invented with fresh new faces:

- The **Amstel Light Burger Bash hosted by Rachael Ray presented by Allen Brothers** will feature top burger-making gurus, like the Shake Shack, Bobby Flay, Michael Symon, and Laurent Tourondel, along with People's Choice Award Winner from the 2009 Festival, Spike Mendelsohn.
- The Festival's perfect pairing of barbeque and champagne on the beach will return with a BAM, as the **Perrier-Jouët BubbleQ hosted by Emeril Lagasse**. Last year's tribute dinner honoree will play host to some of the finest names on the grill, including John Besh, Dean Fearing, Chris Lilly, Adam Perry Lang, Todd English, Aarón Sánchez, and many more!
- **Wine Spectator's Best of the Best sponsored by Bank of America** will return at the illustrious Fontainebleau Miami Beach, the picture perfect setting to find some of the world's best winemakers personally pouring their selections alongside premier chefs serving their delicacies. Among the list of participating wineries for this year is Au Bon Climat, Caymus Vineyards, Joseph Phelps Vineyards, Opus One Winery, Rubicon Estate, and several more additions to come. Culinary participants for *Wine Spectator's Best of the Best* in 2010 include David Burke, Scott Conant, Paul Liebrandt, Michael White, Jon Shook and Vinny Dotolo, and much more.

The Festival's family favorite, South Beach Diet presents Fun and Fit as a Family is going into its third year, and will take place again at the tropical grounds of Jungle Island in Miami. Fun and Fit as a Family will again feature the Kellogg's Kidz Kitchen, plus the wildly popular Food Labs where kids can cook healthy recipes alongside top chefs; plus fitness activities, healthy food tastings and more! Jungle Island is also home all year long to the Children's Sustainable Food Garden, which features different herbs and vegetables of a completely organic nature and provides an opportunity for children to interact with these items in a way that engages all of the senses. Check out the fun at www.funandfitasafamily.com.

Mark the calendar now – tickets for the 2010 Festival go on-sale Monday, October 26th, 2009 and are sure to go fast! More information can be found at www.sobewineandfoodfest.com, or by calling 877.762.3933. For more updates on the Festival, follow Founder and Director Lee Schragger on Twitter all year at www.twitter.com/Lee_Schragger.

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.