



THE WELCOME CHANNEL ONCE AGAIN PARTNERS WITH THE FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL IN ITS 11TH YEAR

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September 15, 2011 MIAMI -- The Welcome Channel announced today that once again it will partner as a proud sponsor of the 2012 Food Network South Beach Wine & Food Festival presented by *FOOD & WINE*. Taking place February 23 – 26, 2012 the 11th annual edition of America's favorite wine and culinary extravaganza will feature new events and programming changes guaranteed to please. All proceeds from the Festival benefit the [Florida International University \(FIU\) Chaplin School of Hospitality and Tourism Management](#) and the Southern Wine & Spirits Beverage Management Center.

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 an incomparable 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.

"We are pleased to partner with Welcome Channel again in 2011," notes Lee Brian Schragger, 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."

Tickets for the 2012 Festival go on sale at midnight on Monday, October 24, 2011 at www.sobefest.com and via phone at 9 a.m. on the 24th at 877.762.3933. Fans can follow Festival Founder and Director Lee Brian Schragger on Twitter at www.twitter.com/Lee_Schragger or at the Festival's official Facebook page at www.facebook.com/SOBEWFF.

For more information about the Festival, visit www.sobefest.com or call 877-762-3933. For more information about the Chaplin School of Hospitality and Tourism Management at FIU visit www.hospitality.fiu.edu and for more information about Southern Wine & Spirits visit www.southernwine.com.

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ABOUT 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 AND FOOD FESTIVAL PRESENTED BY FOOD & WINE

All proceeds of the Festival benefit the students of the Florida International University Chaplin 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. The Food Network South Beach Wine & Food Festival presented by *FOOD & WINE* is produced by Florida International University and Southern Wine & Spirits of Florida with the support of the Miami Beach Visitors & Convention Authority and the Miami-Dade County Department of Cultural Affairs.