

**For Immediate Release**

Contact: Jamie Peha

206.661.8243

[jamie@pehapromo.com](mailto:jamie@pehapromo.com)

**Travel Around the World and Never Leave Home**

**Seattle Food & Wine Experience offers world-wide “tasting” education**

**Sunday, February 27, 2011, 1pm-5pm, \$49**

Seattle, WA (January 17, 2011) – More than 1,000 wines from around the world meet a stellar array of Washington chefs and culinary companies to transform the Seattle Center Exhibition Hall into a global (yet local) gateway for the palate on Sunday, February 27, 2011. The diversity of the wines and culinary sampling education represented at the third annual Seattle Food and Wine Experience (SFWE) mirror the city's metropolitan character, commitment to fresh product, opportunity to educate the consumer and its growing international presence.

In addition to sampling a wide range of wines from Washington, Oregon, Idaho, California, Spain, Italy, France, New Zealand, Australia, Argentina, South Africa and more the tasting event features 23 of the finest Seattle-area chefs and restaurateurs along culinary and lifestyle companies.

The SFWE is not only about cultivating international awareness for wine, but about bringing Seattle's culture, culinary products and formidable talent together. In addition to plenty of outstanding local gourmet bites from Seattle's best chefs, and a dazzling array of worldwide wine to sip, the “Experience” offers guests an assortment of activities and learning opportunities including:

- **Taste of Tulalip Lounge** – This lounge features *all* the chefs from the resort cooking their latest Taste of Tulalip creations with individual styles and a new concept roll out.
- **Caffe Vita Coffee Lounge** Caffe Vita began with a strong desire to bring great espresso to Seattle and that has been the catalyst to their success. Today they operate five cafes and a roasterie and enjoy growing with the community and honing the craft of coffee quality and service.
- **Foster Farms Market** Did you know that Foster Farms chicken is raised on 32 independent family-owned farms located across the Pacific Northwest and delivered to the market in 48 hours or less? Visit with Culinary diva **Kathy Casey**, taste her chicken-bacon cupcakes, pick up a copy of her book; 400 copies are given away compliments of Foster Farms.
- **What's Your Beef Profile** This exhibit by the Washington Beef Commission will help you determine your “beef personality.” Blind taste the same cut of beef from three different sources and learn about different cuts and cooking techniques as you taste four chefs preparations.
- **Muir Glen Organics** These products are all certified organic and bear the USDA Organic seal. Currently educating chefs and customers across the country with

their Reserve Tomato variety, Muir Glen will be serving up bruschetta, an Italian favorite, with their organic tomatoes. Enter to win a Reserve Kit.

- **Chef in the Vineyard** Chateau Ste. Michelle Culinary Director and cookbook author John Sarich is preparing 4 different recipes taken from his book *Chef in the Vineyard* paired with individual wines. A comparative wine tasting bar allows guests to sample wines from different growing regions via side-by-side comparison. Regions included: Italy, New Zealand, Washington State and Oregon.
- **Beecher's Cheese** Oprah's favorite cheese (well, Mac & Cheese) with Goose Ridge wines.
- **Tom Douglas Rub with Love** Delicious when rubbed on fresh American Lamb. Lola Chef Liam Spencer along with Oregon lamb producer Reed Anderson are the *Shepard and Chef* team for American Lamb representing the Pacific Northwest.
- **Brewery and Cider Companies** More than 10 local and national breweries and cider companies on hand sampling and educating.

The wide range of wines being poured at the event include 45 California and International Wineries, 35 Washington Wineries, 10 Oregon Wineries, 10 Idaho Wineries, 24 Chefs/Restaurateurs and 15 culinary, wine and lifestyle exhibitors.

Seattle's outstanding food scene will be represented by Andaluca Restaurant, Arnies, bin on the lake, Blueacre/Steelhead Diner, BOKA Kitchen + Bar, The Capital Grille, Coho Café, Copperleaf Restaurant at Cedarbrook Lodge, Earth & Ocean, Kathy Casey with Foster Farms, The Georgian, Ivar's Seafood Restaurants, Purple Café and Wine Bar, Ray's Boathouse, Ruth's Chris Steak House, Salty's on Alki, John Sarich – Chateau Ste. Michelle, Taste of Tulalip Chefs, Tom Douglas Rub with Love.

Admission to the experience is a great value at \$49 per person and includes access to all areas of the event. *No one under 21 will be admitted and ID is required.* A portion of proceeds from event ticket sales will benefit the **Giving Grapes Foundation**, a 501c3 organization that provides financial assistance to service industry professionals who have to take time off work due to injury or illness.

The Seattle Food and Wine Experience is produced by Explore Great Wine, LLC with the generous support of the following sponsors: QFC, Caffè Vita, Chateau Ste. Michelle, Columbia Crest, Erath Winery, Movin' 92.5, Muir Glen Organics, My Seattle Night Out, My Bellevue Night Out, Seattle magazine, Seattle Dining, TableTalk Radio, Movin' 92.5, Tulalip Resort and Casino, Taste of Tulalip, WINO magazine and Wine World Warehouse. Ticket information and an updated list of participating wineries, restaurants, chefs and event exhibitors is easily accessible at [www.seattlefoodandwineexperience.com](http://www.seattlefoodandwineexperience.com).