

August 4, 2010
FOR IMMEDIATE RELEASE
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Convenience is the name of the game at the *WNC Magazine Asheville Wine & Food Festival Grand Tasting on August 14, 2010*

Food and wine samples, seminars, demonstrations, parking, and more included with \$35 general admission

Asheville, N.C. – Celebration with convenience and value are a main focus of the *WNC Magazine Asheville Wine & Food Festival's* Grand Tasting. Attendees will only need their ticket to enjoy access to every facet of the event on Saturday, August 14, from 1-5 p.m. Tickets are \$35 (in advance, \$40 at the door) and include food and wine samplings from more than 75 vendors, seminars and demonstrations, opportunity to view the WNC Chefs Challenge Finale, parking, and commemorative souvenirs including a wine glass and gift bag. A complete schedule is available on the festival's website, www.ashevillewineandfood.com.

“We want everything about this experience to be convenient,” says Festival Director Bob Bowles. “Rather than charge individually for workshops and presentations, we decided one ticket would get you into everything at the Grand Tasting. Seating will be limited at the workshops, though, so you’ll want to get to those early.” Tickets are also easy to come by, as they can be purchased online at www.ashevillewineandfood.com or at local wine shops, including Hops & Vines in West Asheville, Maggie B’s in Weaverville, Vino Vino Wine Market in Woodfin, The Wine Studio of Asheville, and Weinhaus in Asheville.

The Grand Tasting will be at the new indoor Expo Center on the grounds of the WNC Agricultural Center at 1301 Fanning Bridge Road in Fletcher, across the road from the Asheville Airport. Bowles says this location was chosen for the ample parking surrounding the facility. Complimentary shuttles will also run once each hour from the Battery Park Book Exchange & Champagne Bar at 1 Battle Square in downtown Asheville. Seating is limited and will be on a first-come basis.

Out-of-town attendees have a convenient option for overnight stays. Hilton Biltmore Park and Hotel Indigo have special packages for the Grand Tasting. Contact information for both hotels is available on the *WNC Magazine Asheville Wine & Food Festival* website, www.ashevillewineandfood.com.

Sponsors of the festival include The Asheville Club at 151, Asheville Event Planning & Staffing, Biltmore, Clear Channel, Ferguson Enterprises, Imaging Technologies, Jenn-Air, Mountain Xpress, and *WNC* magazine.

For more information, visit www.ashevillewineandfood.com. For interview requests or questions, please contact Ayana Dusenberry at (877) 333-4962, Ext. 104, or by e-mail at ayana@ashevillewineandfood.com.

The WNC Magazine Asheville Wine & Food Festival Grand Tasting will feature more than 35 wineries and 50 food producers. A portion of the proceeds raised will benefit Slow Food Asheville and MANNA FoodBank. Each week this summer, the WNC Chefs Challenge has paired the region's top chefs in competition to find the Best Chef in WNC. The final two chefs, Stewart Lyon and Rick Boyer, and their teams will compete at the Grand Tasting.

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