

July 28, 2010
FOR IMMEDIATE RELEASE
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WNC Magazine Asheville Wine & Food Festival Grand Tasting Set for August 14, 2010 at Western North Carolina Agricultural Center

Festival promotes city's culinary reputation, enhances national and regional attention to wine and food scene

Asheville, N.C. – Located in the heart of the Blue Ridge Mountains, Asheville is no ordinary town. For those hungry for culinary originality, it's a prime destination. Named by *The Huffington Post* as one of the "Top 10 Undiscovered Local Food Cities" in 2009, Asheville is a must-visit locale for foodies and oenophiles alike. A leader in the farm-to-table movement, the city boasts more than 135 independently owned restaurants, 17 farmers markets, and year-round food tours that guide visitors to locally roasted coffee, gourmet shops, chocolatiers, artisan bakeries, and a dozen craft breweries. Even President and Mrs. Obama recently chose Asheville for a getaway. In short, Asheville is growing a reputation as a national culinary destination.

Nearly 2,000 attendees will sample the diverse culinary offerings of Western North Carolina on Saturday, August 14, from 1-5 p.m., when the WNC Magazine Asheville Wine & Food Festival Grand Tasting brings together regional, national, and international wineries, as well as local restaurants and food vendors. North Carolina's own wineries, such as Childress Vineyards and Biltmore Wines, will be present along with Napa Valley vineyards including Michael-David and Roederer Estate. Wine and food experts will provide entertainment and education to the guests at the WNC Agricultural Center at 1301 Fanning Bridge Road, near the Asheville Regional Airport. Parking is adjacent to the indoor facility and shuttle service to the Grand Tasting will be available from Asheville's historic downtown.

Additionally, Hilton and Hotel Indigo have been named the official hotel partners of this year's festival. Contact information for both hotels is available on the WNC Magazine Asheville Wine & Food Festival website, www.ashevillewineandfood.com. Other sponsors include The Asheville Club at 151, Biltmore, Clear Channel, Ferguson Enterprises, and Jenn-Air.

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.

WNC is a unique lifestyle magazine celebrating the people, arts, architecture, history, and foodways of Western North Carolina. Each issue includes features on current topics facing residents, profiles on intriguing locals, and regular departments with gorgeous homes, great weekend escapes, a calendar of regional events, and a comprehensive dining guide. WNC is available nationwide by subscription and on newsstands. Please visit www.wncmagazine.com to learn more.

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