

ROCKY MOUNTAIN

wine & food festival

EDMONTON
November 5 – 7, 2009



News Release

For Immediate Release

ALBERTA'S LARGEST WINE & FOOD FESTIVAL PAIRS UP WITH INTERNATIONAL VALUE WINE AWARDS

Festival organizers pop the cork on new element to the ever-popular annual event

September 2, 2009, Calgary, AB... Move over chocolate and ice wine, there's a hot new pairing in town! Rocky Mountain Wine & Food Festival and the 2009 Wine Access International Value Wine Awards (IVWA) have paired up to profile the best wines available in Canada for under \$25. Wine lovers will enjoy the exclusive chance to sample from the award winning wines at this year's Festival (Nov. 5 – 7).

Results of this year's IVWA competition, as chosen by a panel of Canada's leading experts, will be released in the October/November issue of Wine Access magazine which hits the stands October 1st. Just shortly after the results are released, the winning wines will proudly show off their shiny new medals at the Rocky Mountain Wine & Food Festival's Grand Tasting Hall in Edmonton.

"Offering samples of the newly acclaimed wines is a welcome addition to the Festival as it offers guidance to consumers seeking the best value wines, particularly in a year where price matters," says Cathy Miller, Festival Director.

As Alberta's most popular wine and food event, wine lovers and foodies will once again converge throughout the Festival's three-day affair. Hundreds of other international wines will also be showcased, along with premium spirits, import beer and local restaurants' delicious culinary creations.

The Grand Tasting Hall will feature a tasting session on Thursday, Friday and Saturday at the Shaw Conference Centre. Tickets are now on sale at www.rockymountainwine.com. Early bird prices are available until September 15, 2009. Sampling coupons are available for purchase upon arrival, allowing consumers to customize what they try and how much they spend.

Other Festival highlights include complimentary cheese seminars hosted by Dairy Farmers of Canada as well as fantastic door prizes, such as the [Taste of Sunshine Wine & Dine](#) package for two at the beautiful Sunshine Mountain Lodge! A portion of proceeds will be donated to the NAIT culinary program.

For tickets and more information, visit www.rockymountainwine.com.

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