

ROCKY MOUNTAIN

wine & food festival

EDMONTON
November 5 - 7, 2009



News Release

For Immediate Release

Festival a showcase of trends in food, wine and economy

September 24, 2009, Edmonton, AB... Alberta's most popular wine and food Festival pops the cork November 5-7th at the Shaw Conference Centre, and while the popular formula of gourmet food, fine wine, and spirited beverages remains unchanged, there are some interesting stories unfolding this year.

Expensive Products are still in Vogue

While many are trying to save money, the high-end adult beverage market is still in business. Rob White, one of the Festival exhibitors explains, "Bowmore Black, a scotch whisky that retails for approximately \$4200 a bottle, saw the entire Canadian allocation of 35 bottles sell in Alberta." Some Festival-goers will enjoy tiny tastes of some very expensive products such as Bowmore scotches that retail for \$300-\$400 per bottle and Remy Martin XO cognac which retails for \$175 per bottle.

New versus Old

Proof that the adult beverage market isn't stagnant: this year's Festival features hundreds of new, interesting products. Try Scarlet O'Bubbles (a sparkling *red* wine), Van Gogh Caramel vodka, or Greek wines that come in "stubby" bottles! Those who favour the tried and true varietals will find staples such as New Zealand Sauvignon Blanc, Australian Shiraz, Argentinean Malbec and wonderful blends from Italy and beyond.

Strong Ticket Sales

Increased ticket sales show a healthy sign for the economy. "Perhaps people have more time to take in events, are looking for things to do closer to home, or just need something fun to take their mind off of things. Whatever the reason, our ticket sales are very strong in Edmonton and pacing far ahead of last year," says Cathy Miller, Festival Director.

Wine Marketing 101

It's not always about what's inside the bottle. Labels target different demographics. Look for Girls Night Out displaying a cute red dress on its label for the ladies, while Peter Lehmann of Barossa features original artwork of various Queens, intending to attract the sophisticated imbiber.

Recession Finds

The winners of the 2009 Wine Access International Value Wine Awards, some of the best wines on the market that retail for less than \$25, will be showcased at this year's Festival. Miller says, "It's a year where price matters. People still want good wine, but want to explore lower cost options."

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Exotic vs. Local Ingredients

In a competitive year, most restaurants are looking to stand out. Watch for imported ingredients such as saffron, Dungeness crab, black truffles, and acai berries. On the other side of the spectrum, many food exhibitors will be supporting local farmers by using local beef, alpaca, cheese and produce.

Companies that Care

Over a dozen wineries in this year's Festival offer charitable donations or green initiatives. Tinhorn Creek was just recognized as the first carbon neutral winery in Canada, while Warrego Wines is a proud supporter of the Australian Koala Foundation. The Festival itself raises money for NAIT and SAIT, creating scholarships for culinary students.

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

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Media Inquiries

Sarah Geddes
Sass Communications
Ph: 403-802-0200
E: sarah@sasscommunications.com

General Festival Inquiries

Cathy Miller
Festival Director
Ph: 1-866-228-3555
E: cathy@rockymountainwine.com