



FOR IMMEDIATE RELEASE

April 28, 2016

Pennsylvania Liquor Control Board Announces *Philadelphia* Magazine's Wine & Food Festival to Kick Off Wine Week 2016

Wine festivals also to be held in Pittsburgh, Harrisburg

Philadelphia – The Pennsylvania Liquor Control Board (PLCB) announced that Wine Week 2016 celebrations will begin with *Philadelphia* magazine's Wine & Food Festival on Tuesday, May 3, at Lincoln Financial Field. The event will feature more than 700 wines and 150 vintners, along with an onsite Fine Wine & Good Spirits store carrying wines sampled at the event.

"*Philadelphia* magazine's Wine & Food Festival is an annual tradition for gourmets and wine lovers in southeastern Pennsylvania. Each year, they flock to the event and savor some of the best food and wine in the state, and the Pennsylvania Liquor Control Board is proud to play a part in the experience," said PLCB Chairman Tim Holden.

The PLCB is partnering with *Philadelphia* magazine to present this annual festival, an event that brings the joy and passion of wine to the region in a fun and informative way. Attendees have the chance to taste wines from around the world and sample the cuisine of some of Philadelphia's most popular restaurants.

The Lexus VIP Tasting is from 5:00 PM to 6:30 PM. VIPs will enjoy early access to the event, a selection of rare wines not offered during the Grand Tasting and a more intimate experience with the winemakers and winery representatives. Lexus VIP guests will also receive a \$15 gift card redeemable all Fine Wine & Good Spirits stores, including the onsite store, and they will be able to participate in a behind-the-scenes tour of Lincoln Financial Field and locker room.

The Grand Tasting is from 6:30 PM to 9:00 PM, and all guests receive complimentary parking. To purchase tickets and learn more, visit www.phillymag.com/wineandfoodfest. Designated driver tickets are also available.

"There are so many wines to sample that it might be easy to get caught up and carried away, so we strongly encourage all attendees to plan ahead and consume responsibly," said PLCB Member Mike Negra. "Enjoy yourself, but make sure you create a plan, from making a list of the wines you absolutely want to try to designating a driver or finding a safe ride home, perhaps by downloading the free SaferRide app."

The PLCB's Chairman's Selection® table will feature 10 very limited-production, high-end "cult" wines that have been hand-selected by program buyer Steve Pollack for the Chairman's Selection program. Guests will have the opportunity to visit the onsite Fine Wine & Good Spirits store to purchase these wines weeks before they reach other stores.

Winemakers of note will be on hand to pour their creations, including Christian Grieb from Treveri Cellars; Richard Sowalsky from Clos Pegase; Elizabeth Delouise-Gant from Stag's Leap Wine Cellars; Claire Forestier from Château De Bellevue; Sebastien du Petit Thouars from Château De Petit Thouars; and Jose Luis Gomez and Laura Munoz from Casa Rojo. Also in attendance will be Super Bowl and Heisman Trophy winner Charles Woodson, who will appear with Twentyfour Wines President Rick Ruiz to promote Woodson's wines. Kevin Robinson, winemaker at Fort Washington's own Karamoor Estate Wines, will also participate.

A portion of the event's proceeds will benefit Daisy Days, a month-long campaign to raise funds and awareness for research and patient care programs at The Children's Hospital of Philadelphia.

Wine Week 2016 will continue with the Pittsburgh Wine Festival on Thursday, May 5, at Heinz Field, and conclude with the Harrisburg Wine Festival at The State Museum of Pennsylvania on Friday, May 6.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling more than \$14.5 billion since the agency's inception – are returned to Pennsylvania's General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

MEDIA CONTACT: Elizabeth Brassell, 717.783.8864

###