



# ROCKY MOUNTAIN wine & food festival

**For Immediate Release**

## **Enjoy flavours from around the world at the Rocky Mountain Wine & Food Festival**

*Over 650 adult beverages and Edmonton's tastiest restaurants, all in one place!*

**EDMONTON, AB (November 4, 2016)** Alberta's most anticipated fall event – the Rocky Mountain Wine & Food Festival – is back in Edmonton on November 4 and 5, offering the opportunity to explore from hundreds of local and international wines, craft beers, spirits, scotches and gourmet food samples inspired by regions from around the world – no passport required!

The Shaw Conference Centre is hosting the 2016 Grand Tasting Hall – sponsored by Sobeys Liquor and Safeway Wine & Spirits. Guests will take a trip 'around the globe' with an impressive winery lineup: over 390 wines from 21 countries including popular varietals from Spain, France, Germany, USA, Australia, Argentina, Chile and Canada, to name a few.

For those looking to taste some local and import beers, more than 40 brands will feature their best brews. Spirit fanatics can indulge in a wide variety of sips such as bourbon, gin, rum, scotch, tequila, vodka, whisky and much more.

This year's diverse Festival menu showcases an incredible assortment of delectable bites from local restaurants and caterers, such as prime rib yorkie sliders, Jamaican lamb curry, ahi tuna cucumber bites, steak and lobster mini sandwiches and vegetarian chili. Foodies can also fill their plates with sweet samples of assorted mini pies, old fashioned donuts, gourmet chocolates, liquor and wine flavoured gelato, and chocolate mango flan, just to name a few.

"This year, guests will enjoy one of the best Grand Tasting Halls on record," said Cathy Cook, Festival Director. "We have more than 30 restaurants presenting a mouth-watering array of food samples, along with over 650 adult beverages to pair with these delicious bites."

The Great Big Taste Awards are back! Attendees are encouraged to track their favourites in the Festival Guide and vote in the post-event survey. The winners of The Great Big Taste Awards will be announced after the Festival, providing consumers with a list of the most popular sample products in this year's Festival. New this year, the winning wines will be broken into price categories, so people can find a wine to fit every budget.

Great talent will be set to impress in the Grand Tasting Hall: renowned chefs, master blenders, winemakers, and key principals will be onsite to educate and inspire.

### **Something for everyone!**

The Rocky Mountain Wine & Food Festival will satisfy everyone's palate with various tasty local restaurants and hundreds of wines, beer and spirits ranging from value-based to extravagant. Those looking to indulge in the finest beverages are invited to taste the [Taylor Fladgate 1863 Single Harvest Port](#), worth nearly \$4,000 per bottle and to

sample the \$7,000 bottle of [Ledaig 42 Year Old Single Malt Scotch](#). Vino aficionados will also have the opportunity to taste the [Aegusa 1941 Marsala Superiore Riserva](#), an exclusive fortified wine with only 400 bottles available in the world. In addition to these luxurious samples, there will be plenty of delicious value-based samples to wow taste buds!

To wrap up this unparalleled tour of tastes, attendees can stop by the Sobeys Liquor and Safeway Wine & Spirits onsite store to pick up their favourite finds. Sunshine Village Ski & Snowboard Resort will be sponsoring a Grand Prize All-Inclusive Alpine Getaway, including two nights' accommodation for two at the Sunshine Mountain Lodge, VIP parking, dinner for two, full mid-mountain rental packages, and next day lift tickets on "Canada's Best Snow."

### **Supporting Albertans in need**

Rocky Mountain Wine & Food Festival is proud to support various organizations and offer attendees opportunities to give back to the community while they enjoy the Festival. This year, attendees are encouraged to bring a non-perishable food item or monetary donation for the Edmonton Food Bank.

In support of Fort McMurray's Wood Buffalo Food Bank, \$2 of every Front of the Line ticket purchased will be donated to the Food Bank: \$1 from the Festival and \$1 from The Festival's generous sponsor, [Liquor Connect](#). In addition, through Early Bird and Front of the Line ticket purchases between May 25 - June 1, the Festival donated a portion of sales to the Canadian Red Cross in support of those affected by the devastating Fort McMurray forest fires.

Once again the Festival will donate a portion of proceeds to both SAIT and NAIT's hospitality programs, providing important scholarships and opportunities to culinary students.

### **Tickets and More Information**

Tickets for each tasting session are sold online and at the door (based on availability). Sampling coupons are available for purchase inside the Grand Tasting Hall for \$0.50 each for a minimum of 10 coupons (\$5), allowing consumers to customize what they try and how much they spend. To purchase tickets and learn more about the Festival, please visit [www.rockymountainwine.com](http://www.rockymountainwine.com).

**For more information, please contact:**

#### **Ashlee Smith**

Brookline Public Relations  
Email: [asmith@brooklinepr.com](mailto:asmith@brooklinepr.com)  
Phone: 403-837-0791

#### **General Festival Inquiries:**

Daytanya Fissell  
Email: [daytanya@rockymountainwine.com](mailto:daytanya@rockymountainwine.com)  
Phone: 403-228-0777