

For Immediate Release

May 5, 2010

Taste Victoria's Festival of Food and Wine

Taste Festival Celebrates the Passion and Indulgence of Vancouver Island's Food & British Columbia Wine

Victoria, BC – The province's capital will host a second annual festival focused on Vancouver Island cuisine and British Columbia wines this summer. Local culinary aficionado, Kathy McAree is pleased to announce the launch of *Taste: Victoria's Festival of Food and Wine* from July 15-18, 2010 in downtown Victoria and the Saanich peninsula.

Taste will feature more than 10 events led by British Columbia food and wine personalities including Chef David Mincey of Camille's and culinary Olympian Chef Brad Horen, as well as local Victoria Sommelier and Master of Wine student Louise Wilson. Festival guests will experience British Columbia wines and the coveted offerings of Vancouver Island's artisan producers, growers, farmers, fishers, and chefs.

The weekend kicks-off Thursday, July 15 with the The Main Event, an evening of BC wine tasting along with offerings of fresh and seasonal Vancouver Island cuisine at the Crystal Garden in downtown Victoria. This event will feature the characters behind the wines and the hospitality of Island chefs along with the live music of Greenlaw. The Main Event in its first year received rave reviews from foodies and oenophiles who reveled in the abundance of island cuisine and plentiful wines from over 40 island and BC wineries. The culinary aspect of The Main Event is outstanding with a cornucopia of tastes true to Vancouver Island cuisine. The Main Event is an amazing feast of the senses.

Wine and food seminars July 16, 17 and 18 include "Sips and Seafood" on Victoria's inner harbour seashore at the Inn at Laurel Point, "Swine and The Vine" with a pig roast right downtown at the Hotel Grand Pacific, an inside look at BC's seafood industry at Finest At Sea along with "Chocoholics Anonymous" with chef David Mincey.

A special trade tasting of British Columbia wines will take place prior to The Main Event for accredited food and beverage professionals. Further information on Taste 2010 events will be released May 17 with details at www.VictoriaTaste.com.

For more information about *Taste: Victoria's Festival of Food and Wine*, contact Kathy McAree directly at Kathy@VictoriaTaste.com

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Media Contact: Kathy McAree, 250.385.1527

For Immediate Release

June 16, 2010



**Taste Pairs with The Land Conservancy
for Victoria's Summer Festival of Food and Wine**

Victoria, BC – *Taste: Victoria's Festival of Food and Wine*, July 15-18, 2010 shines the spotlight on the delicious abundance of local, seasonal and sustainable products that come from the land. Naming The Land Conservancy as beneficiary of Taste 2010 is therefore the perfect pairing.

"Taste is a festival with local conscience. We are promoting the best of Victoria and British Columbia. It's not just about all the great local cuisine and wine, but about the characters behind those products who walk the talk," says Kathy McAree, festival organizer, culinary tour operator, writer and radio host. Partial proceeds from the festival will go to The Land Conservancy whose mandate focuses on land protection. "I am thoroughly impressed with TLC's recent success saving Madrona Farm and am proud to be working with an organization with such passion and commitment."

"We are pleased to be working with Taste to bring local food security issues to the forefront of Islanders' minds," says Heather Skydt, TLC's Communication Manager. "Madrona Farm is a community asset now, and future generations will benefit from its success. We are so appreciative of all the local restaurants for donating their time and money to help protect this spectacular 27-acre farm only 10 minutes from downtown Victoria."

Taste connects festival participants directly with the maker who in turn have direct connections to the products and the land. For one ticket price, The Main Event participants can chat with winemakers, cheesemakers, chefs, cidermakers, gin distillers, and even a sakemaker as they indulge in a wide variety of local cuisine from top Victoria chefs and restaurants as well as taste wine, cider, tea, gin and even sake all produced in British Columbia.

This culinary tourism experience kicks-off Thursday, July 15 at the Crystal Garden in downtown Victoria with The Main Event, an evening of BC wine tasting along with offerings of fresh and seasonal Vancouver Island cuisine.

On subsequent days, Taste will feature 10 events led by British Columbia food and wine personalities including Chef David Mincey of Camille's and culinary Olympian Chef Brad Horen, as well as local Victoria Sommelier and Master of Wine student Louise Wilson. Wine and food seminars July 16, 17 and 18 include "Sips and Seafood" on Victoria's inner harbour seashore at the Inn at Laurel Point, "Swine and The Vine" with a pig roast right downtown at the Hotel Grand Pacific, an inside look at BC's sustainable seafood industry at Finest At Sea plus "Chocoholics Anonymous" with chef David Mincey.

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June 15, 2010

**Taste Pairs with The Land Conservancy
for Victoria's Summer Festival of Food and Wine**

An Italian "long lunch" at La Piola will salute Madrona Farm and the work of The Land Conservancy on Saturday, July 17 at 1pm. Chef Cory Pelan is creating a 3-course lunch with fresh produce from Madrona Farm and local wine pairings will be enjoyed.

A special trade tasting of British Columbia wines will take place prior to The Main Event for accredited food and beverage professionals. For further information on Taste 2010 events, visit www.VictoriaTaste.com.

Tickets to The Main Event are available on-line and for purchase at many retailers and hotels around Victoria with a full listing on the Taste website. To attend events around Victoria Friday through Sunday, please register on-line www.VictoriaTaste.com.

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For Immediate Release

June 29, 2010

**Taste: Victoria's Festival of Food and Wine
brings neighbours together to celebrate backyard bounty**

Victoria, BC – Drawing from the bounty of their backyard, neighbours Finest at Sea (FAS) and The Inn at Laurel Point have collaborated to host a celebration of fresh local seafood for Taste: Victoria's Festival of Food and Wine. **Sips and Seafood** will be held on the seaside terrace of The Inn at Laurel Point on Friday, July 16.

Finest at Sea, based in Victoria's James Bay, operates a commercial fishing fleet of 13 vessels which catch Sablefish, Albacore Tuna, Halibut, Salmon, Spot Prawns, Dungeness Crab, Mussels, Clams, Oysters, Green Sea Urchins, Pacific Scallops and Sea Asparagus. FAS supplies fresh wild seafood to Victoria and Vancouver restaurants as well as to the public from their store on Erie Street in Victoria.

Sips and Seafood guests can expect numerous seafood stations around the Marina Room and on the seaside terrace, each with a host from the hotel's culinary team paired with a fisher from FAS. Executive Chef Brad Horen and Chef Patrick Gayler, both Culinary Team Canada members, step out of the kitchen to demonstrate different ways to prepare some of the seafood, and will encourage guests to do some crab bashing! At each seafood station, FAS fishers will offer background information on the seafood being prepared.

"This is an opportunity for Victorians to get to know their backyard", says **Bob Fraumeni**, Fisherman/Owner of FAS. He describes the event as "pivotal for Victorians who are serious about their diet and want to understand more of what our wonderful Island and coastal fabric has to offer."

Fraumeni has been a leading advocate for sustainable fisheries since starting business in the 1970's. Finest at Sea is Canada's only provider of 100% known-origin sustainable seafood. "Our vessels only fish in the cold waters of the North Pacific" he explains. "The terms known-origin and sustainable mean that my staff can tell you when, where and what vessel your choice of seafood is from, and can guarantee that the seafood has a Fishery Management System in place."

Sips and Seafood will pair FAS' freshly caught seafood with wine from the British Columbia vineyards of Sandhill and Quails' Gate. Craft brews from Victoria's Phillips Brewery and Victoria Gin will also be poured.

The event takes place from 7pm to 10pm on Friday July 16 at The Inn at Laurel Point. Tickets are \$99 and available at www.VictoriaTaste.com or from the front desk at the Inn at Laurel Point where tickets to **The Main Event** Thursday July 15 are also available.

Taste: Victoria's Festival of Food and Wine, includes over 10 events between July 15 and 18, 2010, around Victoria and the Saanich Peninsula. Wine and food seminars, chocolate and tea tastings, a pig roast and more ensure that there really is something for everyone who enjoys a bite or a beverage. **Finest at Sea** is hosting an informative seafood session at the FAS Plant in James Bay on Friday, July 16 for those wishing to learn more about Sustainable Seafood.

Individual event tickets are priced between \$10 and \$99 and are on sale now at www.VictoriaTaste.com. A complete schedule and description of Taste Festival events is available at www.victoriataste.com/2010-schedule-of-events.

For more information about *Taste: Victoria's Festival of Food and Wine*, contact Kathy McAree directly at info@VictoriaTaste.com

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**Behind-the-scenes masters step into the Taste spotlight
to educate and entertain**

Victoria, BC – *Taste: Victoria's Festival of Food and Wine*, July 15-18, 2010, shines the spotlight on the delicious abundance of local, seasonal and sustainable products of Vancouver Island and the great characters who create them. Victoria is known for its many impassioned chefs, winemakers, fishers, cheesemakers and more who are the heart of a distinctive culinary scene. Many of these trailblazers will be hosting seminars and events during the summer festival.

David Mincey, Chef, Educator and Owner, Camille's Fine West Coast Dining

Co-owner of Camille's for over 20 years, Mincey was recently recognized by readers of EAT Magazine with a Lifetime Achievement award. Of course he's much too young for such a designation, but, indeed he has managed to do a lifetime worth of work creating chef-farmer relationships and giving infrastructure to a local farmer and supplier network through the Island Chefs' Collaborative. He is also an expert and lecturer in the subject of chocolate and has his own chocolate cellar. Meet Mincey at Taste on Saturday July 17th for an informative and intriguing three hour seminar titled "Chocoholics Anonymous".

Bob Fraumeni, Owner and Fisher, Finest at Sea

Finest at Sea is Canada's only 100% known-origin fish and seafood supplier in Canada. Have you ever been out for dinner and had a server present the catch of the day noting where the fish was caught, on which ship and when? If so, it's because Finest at Sea is that restaurant's supplier and makes a point of communicating this information to their wholesale customers. Fraumeni takes what he does seriously and takes time to educate the public. Join the staff from FAS in a rare opportunity to peek behind the scenes and learn about the local seafood outlook at "Sustainable Seafood" Friday July 16th at FAS on Erie Street in James Bay.

Louise Wilson, Wine & Spirit Education Trust instructor and Master of Wine student

Louise Wilson is one of the most educated wine individuals on Vancouver Island holding both her Wine and Spirit Education Trust Diploma and her sommelier designation with the International Sommelier Guild. Currently she is in pursuit of her Master of Wine designation. With 280 Masters of Wine worldwide and only one other in British Columbia, this is an enormous goal. Louise is also an instructor for the Wine and Spirit Education Trust of London and teaches wine instruction in Victoria on behalf of The International Culinary School (Vancouver). Join Louise on Saturday July 17th at the Hotel Grand Pacific for a wine tasting seminar where you can learn to taste like the pros.

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July 9, 2010

**Behind-the-scenes masters step into the Taste spotlight
to educate and entertain**

Chef Brad Horen, Culinary Team Canada Captain

Brad Horen is not only the Executive Chef for the Inn at Laurel Point, he is Team Canada captain. A major player in the Culinary Olympics for the next four years, he and his team will compete at the World Cup in Luxembourg followed by another three years of world class competition. But all this fame has not gone to his head. His culinary tastes stay close to home with his passion for local food products, especially seafood and produce. Taste your way through artfully prepared local seafood at "Sips and Seafood" Friday July 16th on the seashore at the Inn at Laurel Point. Meet the fishers from Finest at Sea working alongside Inn at Laurel Point chefs...the perfect pairing.

Daniela Cubelic, Tea Master

Not many know that Victoria has its very own Tea Master among us. This designation is earned and bestowed upon only a few in North America and Daniela Cubelic is Victoria's resident tea expert. As owner of Silk Road, Cubelic provides a tea experience through not just Silk Road's over one hundred blended teas, but also through formal tasting. This summer you can visit Silk Road any day of the week for a themed tasting at their tea tasting bar. Especially for Taste, the Silk Road team will lead an introductory tea tasting very similar to a wine tasting Friday July 16th. Experience the similarities, appreciate the bouquet, sip, slurp, and savor under the tutelage of the experts at Silk Road during "Tea Tasting 101".

This culinary tourism experience kicks-off Thursday, July 15 at the Crystal Garden in downtown Victoria with The Main Event, an evening of BC wine tasting along with a cornucopia of tastes from local chefs who walk the talk. For one ticket price, The Main Event ticket holders can chat with winemakers, cheesemakers, chefs, cidermakers, gin distillers, and even a sakemaker as they indulge in a wide variety of local cuisine from top Victoria chefs and restaurants as well as taste wine, cider, tea, gin and even sake all produced in British Columbia.

On subsequent days, Taste will feature 10 events led by British Columbia food and wine personalities, the characters behind the scenes. See the full schedule of events and purchase tickets at www.victoriataste.com/2010-schedule-of-events

For more information about *Taste: Victoria's Festival of Food and Wine*, contact Kathy McAree directly at info@VictoriaTaste.com