

For Immediate Release

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TWO EVENTS, ONE GREAT EXPERIENCE AT THE 2015 SEATTLE WINE AND FOOD EXPERIENCE

Seattle Wine and Food Experience adds POP! Bubbles & Seafood to kickoff festivities

SEATTLE – December 17, 2014 – The city’s premier “tasting” event, the **Seattle Wine and Food Experience (SWFE)**, returns for a seventh year, Sunday, February 22, 2015 (12-5 pm VIP, 1-5 pm General Admission) at the Seattle Center Exhibition Hall. New to this year’s SWFE is a Saturday night kickoff event hosted by *Seattle* magazine. POP! Bubbles & Seafood will feature the Pacific Northwest’s bounty of seafood from local fish and shellfish providers and a dozen chefs paired with Champagne, sparkling wine, cider and beer. Get the most out of this “tasting” weekend and attend both events with the SWFE BIG ticket package, a \$125 value.

“We are excited to expand the weekend with the addition of POP! Bubbles & Seafood and bring a high caliber of restaurants together to highlight the abundance of great regional seafood.” Said Jamie Peha, owner of Peha Promotions and producer of SWFE. “The POP! event will be housed in a deluxe tent, equipped with chandeliers and heating, adjacent to the Seattle Center Exhibition Hall. The tent is duo-purpose and will serve as an additional VIP lounge area on Sunday during the main event.”

SWFE is the largest event in the area that offers a wide range of food and beverage from the West Coast and beyond. “What really sets SWFE apart from other food and wine event are the carefully crafted experiences within the event,” said Peha.

Featured Experiences at the 2015 event include:

- The QFC Advantage Lounge
- Featured Wine Region: Woodinville
- Les Dames d’Escoffier Alley
- Northwest, California and International Wines
- Sip Northwest Distillery Walk
- Heritage Meats Butchery Showcase
- Tim’s Cascade Snacks Beer and Cider Exhibit
- Top Pot Doughnut and Coffee Bar
- Stella Artois Bistro & Chef Stage

- Ste Michelle Wine Estates Tasting Bar
- Wente Vineyards Aroma Experience
- Tasty bites from more than 20 Northwest chefs

The event benefits Les Dames d'Escoffier Seattle, a 501c3 non-profit organization of women leaders in food, beverage and hospitality whose mission is education, advocacy, and philanthropy.

Tickets for this year's event are on sale now at www.seattlewineandfoodexperience.com. No one under 21 will be admitted and ID is required.

- SWFE General Admission – \$55
- SWFE VIP – \$70 (hour early entrance, custom tote bag, special VIP area)
- POP! Bubbles & Seafood – \$65
- SWFE BIG – \$125 (includes tickets to POP! And SWFE VIP)

SWFE 2015 sponsors include: QFC (premier sponsor), Woodinville Wine Country (featured wine region), Seattle magazine, Tim's Cascade Snacks, Click 98.9, Warm 106.9, Top Pot Doughnuts and Coffee, Acqua Panna, San Pellegrino, Yakima Valley Tourism, Chef By Request, Washington Potato Commission, Sip Northwest Magazine, Northwest Travel Magazine, Great Northwest Wine, Trysk Print Solutions, Tate's List and TableTalk Northwest.

About Seattle Wine and Food Experience

The **Seattle Wine and Food Experience** is a premier showcase for wine and food in the Northwest. Guests experience a world tour of wine, beer, spirits and all things culinary. For a complete list of participating vendors and the wide variety of products to sample at this years event, please visit the website at www.seattlewineandfoodexperience.com

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