

For Immediate Release

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NEW EXPERIENCES AND 200 VENDORS AT SEATTLE'S PREMIER TASTING EVENT

More than a tasting, guests "experience" an educational world of food and beverage at the Seattle Wine and Food Experience February 22

SEATTLE – January 20, 2015 – The **Seattle Wine and Food Experience (SWFE)**, is back for a seventh year Sunday, February 22, 2015 (12-5 pm VIP, 1-5 pm General Admission) at the Seattle Center Exhibition Hall. Throughout the gastronomical event guests can learn about and taste a huge selection of quality products from more than 200 vendors and through "experiences" and event features.

"We want guests to walk away with education about the beverage and food products that they encounter at the event," said Jamie Peha, owner of Peha Promotions and producer of SWFE. "Crafting a unique tasting experience or interactive aspect offers the ticket buyer extended value and turns the event into an experience they will remember."

Featured "Experiences" to date at the 2015 event include:

NEW! QFC Advantage Lounge – Guests enjoy specially selected reserve caliber wines poured by knowledgeable QFC wine stewards including selections from Brown Family Vineyards, Col Solare, Erath, Mercer Estates, Maryhill, Northstar, Spring Valley Vineyards, Waterbrook Winery, The Woodhouse Wine Estate and more.

Woodinville Wine Country – Washington's urban destination wine region has the tagline "Where Washington Pours" and features 30 Woodinville wineries pouring more than 100 wines (and all Washington's AVAs).

NEW! Stella Artois Bistro & Chef Stage – Bring your glass and take a seat as you watch Diane LaVonne of Diane's Market Kitchen teach you about cooking and pairing beer with food. Sample bites from the demonstration, and remember to pick up one of the coveted Stella Artois Chalice.

Tim's Cascade Snacks Beer and Cider Exhibit – Local favorite Tim's Cascade Snacks is serving up new flavors of their famous salty chips and popcorn. Taste through new developments in cider and beer or lounge at one of the café tables.

SIP Northwest Distillery Walk – Take a stroll at Sip Northwest Distillery Walk featuring many of the region's hottest craft spirits makers as well as global brands.

Top Pot Doughnut and Coffee Bar – Grab a hand-forged doughnut and revive your palate, with a stop at the Top Pot Doughnut and Coffee Bar. For an added bonus, grab a sample sip from Sun Liquor Distillery.

NEW! *Ste. Michelle Wine Estates Tasting Bar* – Take the “Riesling Challenge” and determine which wine pleases your palate – Dry, Off Dry or Sweet. Also taste through wine selections from their portfolio including 14 Hands, Anew, Chateau Ste. Michelle, Columbia Crest, O Wines and Red Diamond. Seek out their displays in local QFCs for a special ticket discount.

Les Dames d’Escoffier Alley –Les Dames d’Escoffier Seattle is the event beneficiary. Its talented membership provides a special experience at SWFE with member beverages, food and specialty products including Anthony’s Pier 66, Biscuit Box, Gelatiamo, Gnocci Bar, Hot Stove Society, Kaspar’s Special Events & Catering, McCrea Cellars, Pike Brewing Company, Serafina & Cicchetti, World Spice Merchants and more.

NEW! *Wente Vineyard Aroma Experience* – Have you discovered a perfect glass of wine, but don’t know how to identify the aromas? Wente Vineyards offers a unique Aroma Experience where you will learn how to pick out specific aromas in wine, and be able to describe them with ease. This experience is fun and interactive and also features their family of wines for tasting.

600 Northwest, California and International Wines – Get taste of wine regions from the Northwest and beyond with sips from Woodinville, Washington, Idaho, Oregon, California, Wine Road Sonoma, Wine Yakima Valley, Cascade Valley Wine Country and international wineries including Argentina, France, Israel, Italy, Portugal, Uruguay and more.

Gourmet Bites – Stay tuned for menu items coming soon and find the full list of featured chefs on the event website. Guests can savor the incredible creations from more 25 of Seattle’s most accomplished chefs and another 25 food exhibitors representing a global range of cuisines. Stay hydrated with the quality waters from San Pelligrino and Acqua Panna.

Yakima Valley Tourism Agricultural Tour for your Palate – Yakima Valley is the heart of Washington State’s agricultural belt and the emerging center for craft beverage. Learn about “The Valley” and stick around for select giveaways while sampling a variety of products.

Heritage Meats Butchery Block – New this year, master butcher Tracy Smaczarz, owner of Heritage Meats will entertain and delight you with butchery demos that are coupled with tastes from restaurants Bell + Whete featuring Gleason Ranch Beef and Delicatus featuring Jerry Baker Pork.

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 , Seattle magazine, Tim’s Cascade Snacks, Click 98.9, Warm 106.9, Top Pot Doughnuts, Acqua Panna, San Pellegrino, Yakima Valley Tourism, Chef By Request, Washington Potato Commission, Wusthof, Sip Northwest Magazine, Northwest Travel Magazine, Great Northwest Wine, The Seattle Times, Seattle Dining!, 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