

PRESS RELEASE



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Contact: Erika McMillan
erika@charlestonfoodandwine.com
(843) 727-9998 ext. 2

CULINARY VILLAGE VENDOR APPLICATION NOW AVAILABLE FOR GRAND TASTING TENTS AT 2009 BB&T CHARLESTON FOOD + WINE FESTIVAL

CHARLESTON, SC – September 12, 2008—Applications are now available to become a Vendor inside the Grand Tasting Tents located in the Culinary Village at the 2009 BB&T Charleston Food + Wine Festival.

The layout for the 2009 Culinary Village will be the same as last years. The addition of the second tent proved to be better for flow and layout in 2008, which in turn allowed the vendors more interaction with the guests. For 2009, there will be four times for guests to enter the Grand Tasting Tents: Friday, March 6 from 2-5 pm, Saturday, March 7 from 10 am-1 pm or 2-5 pm and Sunday from 1-5 pm.

Vendors have the opportunity to market their products to over 15,000 guests that attend the festival, 53% being local Charleston residents, with the other 47% located outside the Charleston area. All vendors are required to supply a food or beverage sample throughout all sessions in the Vendor Village. All vendors are encouraged to promote any products or services for their business while exhibiting in the Culinary Village Grand Tasting Tents.

“The Grand Tasting Tents located in Marion Square Park remain the hub of excitement during this four day Festival and is a great opportunity for guests to get a taste of unbelievable culinary establishments,” stated Randi Weinstein, Events and Logistics Manager.

Interested culinary related companies can apply to be considered as a participant in the Grand Tasting Tents. Space is limited, so don't delay! Applications are due by October 15, 2008 and are available at www.charlestonfoodandwine.com.

Vendors will receive the following benefits:

- Four (4) laminated Culinary Village Badges
- Four (4) tickets to Sneak Preview
- Company 50 word Listing and Description on Official Festival Web-site
- Company 50 word Listing and Description in Official Festival Program insert in *The Post & Courier* - 70,000 distribution
- Promotional placements in VIP bags at no charge
- Interaction with 15,000 Local and National Festival Attendees

-more-

To learn more and to apply for the Culinary Village, contact Randi Weinstein at randi@charlestonfoodandwine.com or (843) 727.9998 ext. 3.

The fourth annual BB&T Charleston Food + Wine Festival, scheduled for March 5-8, 2009, combines the city's best gastronomic experiences into one delicious weekend. Guests will have the opportunity to indulge in the unique flavors of the Lowcountry while tasting the epicurean delights of the country's best chefs, authors and wine professionals.

For information on sponsorship opportunities contact (843) 727-9998 ext. 1. Tickets on sale now, visit www.charlestonfoodandwine.com or (843) 727-9998 ext. 4.

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