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SF Chefs 2010

SAN FRANCISCO'S PREMIER FOOD, WINE & SPIRITS WEEK
PRODUCED BY THE GOLDEN GATE RESTAURANT ASSOCIATION

AUGUST 9-15, 2010 • UNION SQUARE • SAN FRANCISCO

ENTICE YOUR PALATE
Celebrate local flair & regional flavor in the epicenter of culinary innovation. San Francisco's Union Square and surrounding venues will be transformed into an enchanting oasis of delights, entertainment and education featuring notable chefs, vintners, mixologists and culinary personalities.

MEET AND TASTE WITH NOTABLE CHEFS, WINEMAKERS & MIXOLOGISTS

SFCHEFSFOODWINE.COM

Benefiting Golden Gate Restaurant Association

TICKETS ON SALE IN MAY!

Visa Signature® cardholders receive special perks and savings.

Presented by the Golden Gate Restaurant Association – Benefiting Bay Area Charities

Date – August 9-15, 2010

Website: www.sfchefsfoodwine.com

Title Sponsor – Visa Signature

Profile – Food and Drink Festival on Union Square

Reach – National and Regional Media, Marketing and Advertising Campaign

Audience – Food-wine-travel-lifestyle-enthusiasts from across the U.S.

SF Chefs 2009 overview:

In its 2009 inaugural year, SF Chefs established itself as the premiere food, wine and cocktail event in the region with over 5,000 attendees and 300 million impressions.

Main Event Location: The SF Chefs Grand Tasting Tent on Union Square as well as the Westin St. Francis. Tasting Tent, Opening Reception, Cooking Demonstrations and Classes throughout the week.

2010 Schedule Overview:

- Trade Week- Trade focused seminars highlighting industry topics such as service standards, butchering techniques, wine and spirits trends and the past, present and future of food media.
- SF Chefs Restaurant Week- Participating restaurants to feature special prix-fixe dinner menus.
- Special "Sugar & Spice" receptions at the Westin St. Francis (Thursday & Saturday)- For contest winners, VIP guests and sponsors.
- Sommelier Awards Luncheon (Friday) – Presented by Jackson Family Vineyards
- Opening reception (Friday)- Presented by Wente Vineyard in the Grand Tasting Tent on Union Square. Chefs, artisans, winemakers, distillers and brewers will provide tasting for guests. Entertainment will feature Karl Wente Band, an upcoming rising star band and a local favorite dance band.
- Saturday and Sunday- Consumer focused classes held at the Westin St. Francis in the morning consisting of local and celebrity cooking competitions, discussion panels comprised of nationally renowned chefs and interactive cocktail-making courses. Within the Grand Tasting Tent will be unlimited specialty cocktail, wine and beer tastings, bites from over 25 bay area restaurants, and local food and beverage demonstrations throughout the weekend.

2010 Sponsors: Visa Signature, Golden Gate Restaurant Association, Starbucks Coffee, Dacor, Westin St. Francis, Andrew Freeman & Co., Dominic Phillips Event Marketing, PG&E, Wente Vineyards, Jackson Wine Estates, San Francisco Convention & Visitors Bureau, FIJI Water, Tannin Management, Domaine Chandon, Eisch Glaskultur, Acrobat Outsourcing, California Olive Ranch, The City Club, Frontier, Kerrygold, Mighty Leaf Tea, POM Wonderful, Ecolab, Cattani Imports, Jim Beam, Cruise Specialists, Don Roberto Tequila, Ghirardelli, Sky Spirits, Tres Agaves Tequila and Cranberry Marketing Committee

2010 Media Partners: Conde Nast Traveler, Esquire Magazine, Sunset Magazine, Sante Magazine, Modern Luxury Media, San Francisco Magazine, San Francisco Chronicle, KGO AM Radio, ABC 7 News, Opentable.com

2010 Charity: Golden Gate Restaurant Association Scholarship Foundation which provides assistance for individuals who wish to further their education in pursuit of careers in the culinary/hospitality industry.

Over 200 Participating Chefs, Wine Experts and Bartenders in 2009 Including:

Joey Altman, Scott Beattie, Jacques Bezuidenhout, Chris Cosentino, Rebecca Chapa, Michael Chiarello, Gary Danko, H Joseph Ehrmann, Elizabeth Falkner, Tyler Florence, Victoria D'Amato, Traci Des Jardins, Douglas Keane, Thomas Keller, Hubert Keller, Jamie Lauren, Greg Lindgren, Shelley Lindgren, Emily Luchetti, Michael Mina, Rajat Parr, Roland Passot, Daniel Patterson, Charles Phan, Leslie Sbrocco, Annie Somerville, Craig Stoll, Larry Stone, Staffan Terje, Joanne Weir, Laura Werlin, Emily Wines, Arnold Eric Wong and Martin Yan.

SF CHEFS is the premiere interactive urban food and wine weekend experience set in the epicenter of culinary innovation – celebrating local talent, regional ingredients and Northern Californian flair.

For sponsorship and programming opportunities, please contact Sasha Bernstein at Andrew Freeman & Co. for more information:
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