

CE&SF – 092

FOR IMMEDIATE RELEASE

July 7, 2004

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Largest Wine Tasting to Take Place at Cal Expo

SACRAMENTO – This is Northern California's premier wine and food event and the nation's largest tasting of award-winning wines under one roof. Be the first to taste California's best wines from the 2004 California State Fair Wine Competition at California's Grape & Gourmet, presented by the Friends of the California State Fair and Sacramento Magazine.

Wine enthusiasts will also sample food from 90 of the Sacramento region's award-winning restaurants. Proceeds will benefit the Friends of the California State Fair Scholarship Program. Each year, the Program awards scholarships to outstanding candidates.

The Awards Ceremony will include the announcement of Golden Winery and Best of Show. This year, the Fair will honor Robert Young of Robert Young Estates with the Lifetime Achievement Award.

A record 2,926 wines were entered into this year's competition from a record 596 wineries. Award-winning wines will be available for purchase by the bottle and each attendee will receive a commemorative wine glass. Most winning wines are also available for purchase at Albertsons and other local grocery retailers.

Sponsors of California's Grape & Gourmet include Budweiser, Coca Cola, Sub-Zero and AlSCO.

EVENT: California's Grape & Gourmet
Announcement of California State Fair Commercial Wine Medal Winners
Presentation of Lifetime Achievement Award

WHEN: Thursday, July 15, 2004
Press Announcement: 2:30-3 p.m.
Awards Ceremony: 3:45-4:10 p.m.
Press and Trade Tasting: 4-5:30 p.m.
General Public Tasting: 5:30-8:30 p.m.

WHERE: Cal Expo, Buildings A and B
1600 Exposition Blvd., Sacramento, CA

-more-

Directions: Capital City Freeway East, Cal Expo exit, to Challenge Way (right)
Park in Lot D, proceed to East Gate

COST: Advanced tickets \$50 sold at the California State Fair Box Office.
916/263-3049 or on-line at www.bigfun.org
Tickets sold at the door \$60. Parking \$7

MEDIA CREDENTIALING:

All working members of the media are required to register for a media wristband
credential. To request a credential, call (916) 263-3237.

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