

Arizona Wine Growers

FESTIVAL AT THE FARM

November 22, 2009

The Farm at South Mountain | Phoenix, Arizona

www.AZWineFestivalAtTheFarm.com



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Arizona Wine Growers Collaborate to Create Their First Event, Located at The Farm At South Mountain

The Arizona Wine Growers Festival at The Farm Debuts with Wine Tasting, Walk-Through Exhibits, People's Choice Competition and Professional Tasting Awards

PHOENIX, Ariz. (August 24, 2009) -- Shake hands and drink the juice of Arizona's own wine grape farmers and wine producers in the picturesque setting of Phoenix's historic Farm at South Mountain this fall. For the first time, nearly all of the state's top wine growers will gather to showcase their finest wines at an interactive event where guests will learn about Arizona wine production, walk through exhibits of the state's wine growing regions, taste dozens of wines and ultimately vote for their favorite *vino!*

The Arizona Wine Growers Festival at the Farm will be held Sunday, November 22nd, 2009 on the grassy, 12-acre lawns of the historic Farm at South Mountain pecan grove.

From 1:00pm to 5:00pm, general admission ticket holders, *individually priced at \$65.00*, will enjoy an *outdoor* series of activities including:

- Interactive, walk-through exhibits
- Live, educational seminars (wine tasting 101, food & wine pairing, etc)
- Wine tasting with dozens of Arizona wineries
- Participation in Arizona's "People's Choice Awards"
- Live music by local musicians
- Professional tasting award ceremony

- Continued on Page 2 -

At 5:00pm, exclusive award dinner ticket holders, *separately priced from the general admission at \$125.00*, will be treated to celebratory reception and multi-course wine dinner at Quiessence Restaurant at the Farm. Dinner will feature Quiessence's award-winning seasonal cuisine paired with the wines highlighted in the professional tasting of the festival.

Tickets go on sale September 1st. Portions of the event's proceeds will benefit the non-profit Arizona Wine Growers Association (AWGA).

According to the executive director of the AWGA - Rhonni Boss-Moffitt, "We're proud to hold our first-ever event at a venue known as the Valley's premier center for celebrating local cuisine, artisan goods and wines. We're looking forward to sharing the story of Arizona wines with the local community as well as the rest of the nation and world!"

Tickets, general information, sponsorship details and media info online at:

<http://www.AZWineFestivalAtTheFarm.com>

About the Arizona Wine Growers Association

The Arizona Wine Growers Association (AWGA) is a non-profit group member organization celebrating Arizona's diverse wine country, grape growers and winemakers with education, marketing, and legislative support. Beyond the desert, Arizona's wine industry and regions stretch from the high country of the Verde Valley near Sedona's red rocks to the rolling hillsides of Sonoita and Elgin to the historic grasslands of Cochise County. The AWGA shines local and international attention on the rising Arizona wine industry and the people committed to producing distinct wines unique to the lush landscape of Arizona.

Online at: <http://www.arizonawine.org/>

About the Farm at South Mountain

Known affectionately as "The Valley's Favorite Escape," the Farm at South Mountain has charmed Phoenix area residents and guests with three restaurants, organic gardens, outdoor markets, an art gallery and wellness center. The Farm dates back to the 1920's when Dwight Heard of the Heard Museum purchased the property with the vision of encouraging sustainable lifestyles for those who acquired the land in the future. Today, the Farm still embodies that vision with thriving independent businesses, organic gardens and cultural events. The Farm at South Mountain is located just 8 minutes from downtown Phoenix at 6106 S. 32nd Street, Phoenix, Arizona 85042.

Online at <http://www.TheFarmAtSouthMountain.com>