



FOR IMMEDIATE RELEASE:
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Annual AZ Wine Festival Set for Nov. 19

The Festival at The Farm celebrates success of Arizona's wineries

PHOENIX - The [Arizona Wine Growers Association](#) will celebrate a year of rising national acclaim by raising a glass with the public on Saturday, Nov. 19, 2011, at [The Festival at The Farm](#).

Set among the pecan groves of Phoenix's intimate The Farm at South Mountain, the third-annual festival is a way to sample the best wine from across Arizona, all in one place. More than 20 local wineries are expected to attend, representing growing regions from the Verde Valley in the north, Sonoita and Elgin in the south, and Willcox in southeastern Arizona.

As a nod to Arizona wine's rich history, the festival is an officially-sanctioned Arizona Centennial event. The festival is from 1 p.m. to 5 p.m., and is limited to 1,000 guests. Prior to Nov. 10, tickets are \$65 for the public and \$60 for AWGA members. Tickets are \$75 starting on Nov. 11, and at the door.

The festival will include:

- A wine tasting with more than 20 participating Arizona wineries.
- A picnic lunch prepared by The Farm Kitchen. There also will be tasty treats from other local Arizona favorites.
- A high-energy live auction for great prizes.
- Educational seminars.

“Whether they are a novice or an aficionado, wine lovers will not want to miss this chance to meet the folks behind the rising Arizona wine movement,” said Peggy Fiandaca, president of the Arizona Wine Growers Association. “Come sip the juice from our state's beautiful wine regions all in one place, in one of the most wonderful settings Phoenix has to offer.”



The festival is preceded by a special event on Friday, Nov. 18, 2011. The “Celebration of the Arizona Wine Growers” is an opportunity to mingle and meet winemakers from across the state. The event is 6 p.m. to 9 p.m. at Quiescence Restaurant at The Farm at South Mountain.

The winemaker dinner is open to the public but capped at 100 guests. This special evening includes an awards reception followed by a specially prepared four-course dinner using local produce by Quiescence Executive Chef Greg LaPrad. Each course is paired with winning wines from the 2011 Arizona Grower’s Cup and Winemaker’s Medal competition. Each of the winning wineries will be present to discuss their wine and winemaking philosophy. The cost for this special evening is \$125 per person.

Learn more, join the AWGA or get your tickets now at www.arizonawine.org

MEDIA AVAILABILITY: Media wishing to attend the Friday night winemaker dinner or the Saturday afternoon festival must contact Patti King at (623) 236-2338 or pking@arizonawine.org by Nov. 1.

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About Arizona wine

The Arizona wine industry is one of the fastest growing value-added industries in the state creating jobs and wealth while preserving sustainable agriculture statewide. In 1980 there were less than 10 wineries in Arizona. Today there are more than 50 bonded wineries, with many more in the development phase. The number of vineyard acres has grown dramatically, and many new vineyards and wineries are planned. The Arizona Wine Growers Association (AWGA) represents these family businesses and supports grape growers and wineries statewide through education, representation, advocacy, and promotion of Arizona wine and sustainable grape growing.

Arizona wine has an estimated economic impact of \$38 million, according to a recent study funded by the Arizona Office of Tourism and completed by Northern Arizona University. The state’s wine is surging in popularity, earning national acclaim from *Wine Spectator* to *Sunset Magazine* to *USA Today*. Arizona wine also has been served at James Beard House dinners and poured at the White House. Learn more at www.arizonawine.org.