



*The Independent Champagne and Sparkling Wine Invitational*

**FOR IMMEDIATE RELEASE**

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**FIRST EVER INDEPENDENT CHAMPAGNE & SPARKLING WINE  
INVITATIONAL (ICSWI) TO DEBUT IN NEW ORLEANS  
APRIL 16-18, 2010**

**Exposure, Education, Effervescence...and Fun in  
One of America's Most Fabled Cities**

**NEW YORK - July 27, 2009** - The first ever Independent Champagne & Sparkling Wine Invitational (ICSWI) will take place in New Orleans, April 16-18, 2010. ICSWI 2010 will expose consumers and trade to independent global producers who are making exceptional, hand-crafted products.

ICSWI will assemble independent champagne and sparkling wine producers from all over the world including wines such as Franciacorte, Cava, Prosecco, and others. The focus of the conference will be to explore the range, taste profile and extraordinary value offered by producers that complement the Grandes Marques. Today alone in the Champagne region, of the 19,000 independent growers, 5,000 are producing wine from their own grapes.

"This first ever event will showcase a broad range of producers and growers from the independent category," says Charles Curtis MW, ICSWI Advisor, Director of North American Wine Sales for Christie's. "We want attendees to taste widely in order to discover the entire range of expression within sparkling wines, and how fun they can be."

Event attendees will be able to taste and network with independent growers to learn about the differences between styles, regions and country production methods; liaise with top chefs and sommeliers to test drive innovative and unexpected food and sparkling wine pairings; and finally, just have fun in a city known for superb hospitality.

Signature seminars will include Champagne Deconstructed; Bubbles & The Bayou - A Cajun Culinary Pairing; and Sparkling Mixology 101.

"ICSWI 2010 will solidify the notion that champagnes and sparkling wines aren't just for special occasions," says Lisa Granik MW, ICSWI Advisor, Director of Fine Wine Initiatives, Empire Merchants and the Charmer-Sunbelt Group. "We will explore why the category is ideal for authenticity, value, choice -- and fun!"

The event is hosted by a Board of leading industry experts. ICSWI Board of Advisors include Laura Maniec MS, Charles Curtis MW, Fred Dexheimer MS, Lisa Granik MW, and Katie Callahan as Culinary Advisor. The event is organized by Enchanting Travel and Tours, with a team spearheaded by Alva Johnson, Co-Founder/Event Organizer, Peter Wasserman, Co-Founder/Industry Consultant, and Dr. Allen HY Rosenthal, CFO.

Bubbles, New Orleans and fun – what else could be better? ICSWI will focus on education, extravagance and bubble enthusiasm in one of America’s very best culinary destinations.

Don’t miss three days of seminars, enchanting events, unbelievable tastings and New Orleans’ experiences. To learn more and purchase tickets, visit [www.icswi2010.com](http://www.icswi2010.com).

*Enjoy and indulge in the magic of the bubbles, the very celebration of life!*

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ICSWI 2010 | New Orleans | April 16-18, 2010  
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