



The Independent Champagne and Sparkling Wine Invitational

FOR IMMEDIATE RELEASE

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**2010 INDEPENDENT CHAMPAGNE & SPARKLING WINE INVITATIONAL
(ICSWI) "TOASTS" ITS INAUGURAL CHARTER SIGNING**

NEW YORK - August 27, 2009 - Tuesday, August 25th, the Independent Champagne & Sparkling Wine Invitational (ICSWI) 2010 Advisory Board kicked-off its first ever conference with a Charter Signing held at Soho House in New York City. ICSWI 2010 will be a three day event held in New Orleans, April 16-18, 2010, dedicated to exploring the breadth of champagne and sparkling wines.

In attendance were ICSWI Board Advisors including Laura Maniec MS, Charles Curtis MW, Fred Dexheimer MS, Lisa Granik MW, and Katie Callahan as Culinary Advisor. Also attending were Alva Johnson, Co-Founder/Event Organizer, Peter Wasserman, Co-Founder/Industry Consultant and Dr. Allen HY Rosenthal, CFO. The most recent addition to the Board is Kurt Eckert, Sommelier, former director of beverages for all of Jean-Georges Vongerichten's New York restaurants and Champagne Krug's U.S. director and ambassador.

Lisa Granik MW and ICSWI Board Advisor delivered introductory comments to a crowd of media and industry influencers stating, "ICSWI will be absolutely unique. There has never been an event of this magnitude offering access to artisan producers, sommeliers, chefs and industry experts who will showcase the excitement of the independent category - all while having a great time in one of America's most culturally rich cities."

To learn more and purchase tickets, visit www.icswi2010.com.

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