



The Independent Champagne and Sparkling Wine Invitational

FOR IMMEDIATE RELEASE

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GIFT THE MAGIC OF BUBBLES!

**150 INDEPENDENT PRODUCERS & GROWERS, 50 TOP SOMMELIERS,
5 JAMES BEARD AWARD WINNING CHEFS AND OVER 20 LEADING
NATIONAL RESTAURANTS INVITED TO PARTICIPATE IN FIRST EVER
INDEPENDENT CHAMPAGNE & SPARKLING WINE INVITATIONAL**

NEW YORK - October 21, 2009 - What sounds better than the magical pop of a champagne bottle? Share this magical sound for the holiday season by purchasing gift tickets to the nation's first Independent Champagne & Sparkling Wine Invitational (ICSWI), taking place in New Orleans, April 16-18, 2010. At ICSWI 2010, attendees will be exposed to global sparkling wine producers and growers who are making exceptional, hand-crafted products.

ICSWI 2010 attendees will be able to:

- Taste and interact with independent growers;
- Learn about the differences between styles, regions and country production methods;
- Liaise with top chefs to test drive innovative food and sparkling wine pairings;
- And, experience the unique culture of a legendary city known for superb hospitality, cuisine and revelry!

The event is strategically designed by a prestigious Board of Advisors all of whom are sparkling wine experts, many with advanced degrees including two who hold the highest distinction, Master of Wine, and two who are Master Sommeliers - a title awarded to only 100 sommeliers nationwide.

In addition to Grandes Marques champagnes, sparkling wines on hand will include Franciacorte, Cava, Prosecco and others. Signature seminars include Champagne Deconstructed; Bubbles & The Bayou - A Cajun Culinary Pairing; and Sparkling Mixology 101.

ICSWI 2010 is the ideal gift for that someone who has everything - except a comprehensive understanding of the world's broad array of champagnes and sparkling wines! Tickets start at \$850 per person for the three day Invitational. Tickets can be purchased at www.icswi2010.com.

About ICSWI

ICSWI, the nation's first Independent Champagne & Sparkling Wine Invitational, 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, Kurt Eckert 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.

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

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