



The Independent Champagne and Sparkling Wine Invitational

FOR IMMEDIATE RELEASE

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**GO SAINTS - GO SPARKLING WINES!
CELEBRATE THE WIN- CELEBRATE WITH TWO FOR ONE TICKET OFFER**

February 12, 2010 - Fresh off the heels of the Super Bowl, ICSWI encourages sparkling wine lovers to come to New Orleans this April. ICSWI, also known as Fizz Fest, will celebrate the magic of sparkling wines unlike any other event to date and encourages consumers to take advantage of a special limited ticket promotion.

During the week of February 13th through February 21st, ICSWI will be offering a promotion of two-for-one ticket prices on all remaining event packages. Packages range from a \$300 Trade pass to the \$1400 VIP Grand Cru pass. Package details and ticket information available at www.icswi2010.com.

"We're starting the official Fizz Fest countdown," says Alva Johnson, Event Organizer and Co-Founder. "With the Saint's Super Bowl win, the spirit in New Orleans is absolutely amazing. We intend to carry this excitement from the Super Bowl through to Mardi Gras right into Fizz Fest!"

New additions this month to the Fizz Fest line up include:

Participating Panelists: Alice Feiring, wine writer and author of *The Battle for Wine and Love*, Antonio Galoni of the *Wine Advocate*, Maria Hunt, author of *The Bubbly Girl*, Peter Liem of the *Champagne Guide and Wines & Spirits Magazine*, Elin McCoy of *Bloomberg News*, Allen Meadows of *BurgHound.com* and the ICSWI Board of Directors.

Guest Chefs:

- Chef John Currence- New Orleans native, 2009 James Beard Best Chef of the South and owner of City Grocery will be serving his infamous "Shrimp and Grits" at the Grand Finale Brunch.
- Chef Jehangir Mehta- Renowned pastry chef, Food Network's Next Iron Chef and owner of Graffiti and Partistry located in New York City, will be preparing dessert for the Grand Finale Brunch.
- New Orleans' legendary Poppy Tooker and native Cajun, Chuck Subra of La Cote Brasserie will serve up Louisiana locally grown cuisine at "Bubbles and the Bayou at the Royal Orleans.
- Chef Galen Zamorra - James Beard award winner and chef/ owner of NYC's Mas(farmhouse) will host a Caviar & Oyster reception Saturday, April 16th.

"If you haven't purchased tickets yet, now's the time to," says Johnson. "We're planning the biggest sparkling wine toast to celebrate the Saint's win yet."

Tickets for this exceptional three day event can be purchased by visiting www.icswi2010.com. Fizz Fest will take place April 16-18, 2010.

About ICSWI

ICSWI, the Independent Champagne and Sparkling Wine Invitational, is a world premiere conference (aka "Fizz Fest") taking place in the culinary mecca of New Orleans, April 16-18, 2010. Designed to be an unforgettable three days of extravagance, education, and fun, ICSWI will expose consumers and trade to independent global producers who are making exceptional, hand-crafted products in the independent spirit.