



ZAGAT  
*Presents*

*The Independent Champagne and Sparkling Wine Invitational*

FOR IMMEDIATE RELEASE

Press Release

**ZAGAT JOINS ICSWI TO CREATE A SERIES OF CHAMPAGNE AND SPARKLING WINE TASTINGS**

**New York, New York- January 7, 2010** During the week of January 17th, Zagat Survey and the ICSWI (Independent Champagne & Sparkling Wine Invitational) will host a series of three champagne tastings in New York City as part of the Zagat Presents program. The goal of these tastings is to expose consumers to a broad range of food and sparkling wine pairings and to demonstrate that sparkling wines and champagne aren't just for special occasions anymore!

This new Zagat Presents series will allow consumers to experience small grower and independently produced champagne and sparkling wines in completely unexpected ways. First paired with urban barbecue at Wildwood Barbeque on January 17, Master Sommelier Laura Maniec will work with Wildwood pitmaster "Big Lou" Elrose to show the synergies between bubbles & Q. Second, at Alto January, 19, critically acclaimed chef Michael White will pair a refined Northern Italian dinner with a world tour of eight rare champagnes and sparkling wines selected by Alto sommelier Eric Zillier. Third, on January 23 at Apothéke, the former opium den in Chinatown, owner Albert Trummer will concoct exclusive champagne cocktail recipes (stress relievers, euphoric enhancers and aphrodisiacs), all made with homemade medicinal herbs and botanicals.

For more information and details on how to make reservations for any of these events, please visit [www.ZAGAT.com/zagatpresents](http://www.ZAGAT.com/zagatpresents).

**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, handcrafted products in the independent spirit

Tickets for this exceptional three-day event can be purchased by visiting [www.icswi2010.com](http://www.icswi2010.com) and will also be available for sale at all three events.

ICSWI Board of Advisors includes Charles Curtis, Master of Wine - Christie's Auction House; Fred Dexheimer, Master Sommelier - Juiceman Consulting; Kurt Eckert -Marathon Selections; Lisa Granik, Master of Wine - Empire; Laura Maniec, Master Sommelier - BR Guest; and culinary advisor, Katie Callahan - Venue PR. The event is organized by Alva Johnson, Co-Founder/Event Organizer, Peter Wasserman, Co- Founder/Industry Consultant, and Dr. Allen HY Rosenthal, CFO.

**About Zagat:**

Zagat Survey is the world's most trusted source for information about where to eat, drink, stay and play around the globe, and as such has become a symbol of quality. Zagat Survey rates and reviews airlines, restaurants, hotels, nightlife, movies, music, golf, resorts, shopping, spas and a range of other entertainment categories in more than 100 countries. The Zagat Presents program launched in 2008 and brings exclusive dining events to ZAGAT.com members including tastings, special menus, restaurant previews in New York, LA and San Francisco.

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ICSWI 2010 | New Orleans | April 16-18, 2010  
info@icswi2010.com  
tickets@icswi2010.com  
1-877-ICSWI 10 (Office)  
755 Mt. Vernon Hwy, suite 100  
Atlanta, GA 30328

<http://www.icswi2010.com>

**Media Contact: Venue PR**

Katie Callahan

email: [katie@venuepr.com](mailto:katie@venuepr.com)

phone: 212.758.5322