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The California Wine Festival – a tradition in Santa Barbara!

Santa Barbara, CA Now in its 8th year, the California Wine Festival's three days of wine events are scheduled for July 14-15-16, in picturesque Santa Barbara, CA.

“We're expecting another great festival this year, Director Don Fritzen said. “Our new Orange County California Wine Festival sold out last year and we expect the same here in our original home base where we've always enjoyed tremendous support.” Organizers are expecting a wide variety of wineries from every wine region in California to pour at the prestigious three days of events, plus regional microbreweries, some imported wine and even vodka and tequila tasting exhibitors. “We're also working hard to attract the best local and regional restaurants and gourmet food purveyors from around the country”, Fritzen said. Of course, live musical entertainment has been lined up at all three events to provide an exciting sound track to this outdoor extravaganza.

Emily Kaufmann, the growing company's new Vice President of Festival Operations agrees with Fritzen's vision of a bright future, “We're beginning to attract some national sponsorships along with more significant wineries and gourmet food purveyors. Our brand has stood the test of time, and we've always maintained the highest standard of wine, food and fun entertainment, giving our guests more for their dollar.

Elite wineries, gourmet food manufacturers, top restaurants, and especially event sponsors recognize the value they receive from marketing to CWF's high profile clientele in an environment of prestigious wines, foods and lots of sun and fun.” Kaufmann concluded “Tickets are going on sale sooner than ever before this year as demand seems to continue to rise for California Wine Festival's blend of quality wines and gourmet foods, presented in a one-of-a-kind California setting. “Better buy early and take advantage of our early bird prices, as we expect to sell out again, Kaufmann warned!”

Thursday, July 14, 6:30-9 pm. “*Old Spanish Nights Wine Tasting,*” is a celebration of wines, foods and music true to Santa Barbara's Spanish roots. The historic De La Guerra Adobe Courtyard, site of the original Spanish fiesta's in downtown Santa Barbara, will provide the perfect setting for this exciting evening of wine and food festivities. A large contingent of California and Spanish wineries will showcase their world-class wines accompanied by a spicy array of appetizers from top local restaurants. Colorful Flamenco dancers, accompanied by blazing guitars and hot Latin sounds will keep everyone 'caliente' throughout the event.

Friday July 15, 2011**4:30-6:00 pm – “Riedel Wine Glass Seminar & Tasting”**

The California Wine Festival will host a Riedel "Glassware Journey" tasting/seminar at the Fess Parker's Doubletree Resort where attendees will explore how the shape and size of the glass effects the perception of the wine on the palate. This educational and fun seminar and wine tasting will be conducted by an expert from the world famous Riedel Glassware Company, preeminent wine glassware manufacturer. Each attendee will receive their own set (to take home) of four varietal specific wine glasses (valued at \$123) for the seminar/tasting. Guests attending this fascinating class will also get "front of the line" privileges if attending the CWF Sunset Rare & Reserve Wine Tasting immediately following the seminar.

6:30-9:00 pm. “Sunset Rare & Reserve Wine Tasting”, limited to just 600 lucky ticketholders, this is the toughest ticket in town! California's best winemakers dust off their rare and reserve level bottles in a wine-lovers fantasy night of sipping the "GOOD STUFF"! Some wines being poured are impossible to buy! -- no longer in distribution. Some are proprietor's reserves or end-of-vintage wines. A sparkling champagne reception greets guests who will then be treated to Napa trophy cabs, rare bottles from Sonoma, the high Sierras, California's Central Coast, Santa Barbara County's best and more. Top chefs from Santa Barbara's most popular restaurants will prepare amazing hot and cold gourmet appetizers while live jazz keeps things super cool. The charming old-world carousel at Chase Palm Park Plaza provides the backdrop for this romantic summer night under the stars.

Saturday, July 16, 1:00 -4 pm. “Beachside Food & Wine Fest”

This ever-popular wine event will hit Santa Barbara's sun-splashed beachside location for a day of sun, sea, wine, food and music. Literally hundreds of premium California wines are served up along with the best of the regional microbreweries, local top chefs and food purveyors and vendors of all things related to wine. Tickets are available on the Festival's website (www.californiawinefestival.com), at local wine shops, the Arlington Box. An auction of exotic super-sized-wine bottles including dozens of magnums, double magnums and even a few Jeroboams will raise money for Foodbank of Santa Barbara.

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