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“Winter Wine Classic –2011”

New World Class Wine Event Comes to Santa Barbara

Santa Barbara, one of America’s most beautiful cities and the capital of Southern California’s wine country, will become the epicenter of the California wine world on Sunday, December 4, 2011. That’s when one of the largest gatherings ever of the California’s ultra-elite winemaking masters will assemble for a once-in-a-lifetime wine event – the first annual “Winter Wine Classic” presented at the luxurious Fess Parker’s DoubleTree Resort by Evergreen Events.

Evergreen Events, based in Santa Barbara, is well known for their popular “California Wine Festivals” held around the state every year. By their own admission, they have outdone themselves for this new event by attracting a star-studded who’s who in California winemaking seldom seen together at one wine tasting event.

“Most wine events would be thrilled to have one or two of these superstars pour at their event,” Fritzen said. “So having nearly 100 wines of this legendary stature at one event is truly a once-in-a-lifetime chance for people who really appreciate fine wines to taste the very best of the best all in one place,” Fritzen said. Famous names from the wine world like Chateau Montelena, Girard and Grgich Hills as well as artisan gold-medal producers like Ahnfeldt, Amizetta, Armida and Ottimino are just a few who will pour their ultra-premium wines and delight of the hundreds of oenophiles in attendance.

A wide variety of delectable wine-worthy gourmet morsels will be paired and offered by some of the region's most notable chefs in this luxuriant wine and food celebration.

Evergreen Events is uniquely qualified to put together such an event. Evergreen Events President and event founder, Don Fritzen credits his 10 years as owner/publisher of a national wine magazine that allowed him to develop relationships with hundreds of California's best winery owners and winemakers. Organizing wine events for the past 8+ years has put his company in an enviable position of being able to attract huge world famous label wineries along with the tiny gold-medal producers who's wines are on 100% allocation every year.

Event Operations VP, Emily Kaufmann, also of Santa Barbara, is responsible for recruiting these hard-to-get wineries and organizing the event. "These world-class winemakers come and pour at our event because of our reputation as an event organizer and the personal relationships we've forged with the owners and winemakers." Kaufmann said.

"We expect a sell-out for this first-time event due to the stature of the wines being poured and also the limited number of tickets going on sale," Kaufmann continued. "We're excited to bring such a prestigious world-class event to Santa Barbara, and only wish we had more than the 600-700 tickets available so more people could experience such an amazing wine event!" Ms. Kaufmann also brings years of wine marketing experience having worked with Fritzen in his publishing business and helping to launch the events business.

Event and ticket information will be available soon on the company's website, www.californiwinestival.com . Contact Emily Kaufmann for more information.

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