



FOR IMMEDIATE RELEASE

FLAVOR! NAPA VALLEY® ANNOUNCES 2012 DATES

Second Annual Celebration of Food, Wine and Fun to be Held from November 14 - 18

February 22, 2012 (Napa, Calif.) – The second annual *Flavor! Napa Valley*® will be held November 14 – 18, 2012, adding two additional days of hands-on activities and artisanal experiences to the festival lineup. Tickets for this year’s festival will go on sale beginning in June.

The inaugural 2011 *Flavor! Napa Valley* attracted approximately 3,000 food and wine enthusiasts to enjoy the best of the Napa Valley’s gastronomical prowess over three days. “We developed *Flavor! Napa Valley* to help encourage food and wine lovers to take a fresh look at the Napa Valley as the top gastronomic destination,” Michael Chiarello of Bottega Napa Valley restaurant says of the festival. “As both a chef and vintner, I’m incredibly proud of the program we were able to bring together and I am thrilled to be a part of the 2012 celebration.”

In addition to successfully showcasing the passion for quality shared by the region’s winemakers, chefs and artisanal food producers, \$60,000 was raised to support the scholarship program at The Culinary Institute of America (CIA) at Greystone, *Flavor! Napa Valley*’s beneficiary.

“I am proud that our cumulative efforts for *Flavor! Napa Valley* successfully raised \$60,000 for deserving CIA students in its initial year,” comments French Laundry’s Thomas Keller, who also serves on the board of the CIA. “As an advocate for the continued evolution and improvement of our profession, this worthwhile event will help pave the way for many aspiring young chefs in obtaining a culinary education, one that will allow them to have a firm grasp of the fundamentals--and hopefully provide a head start in their career.”

Silverado Resort and Spa will again host some of *Flavor! Napa Valley*’s core food and wine events, and a variety of expert-led seminars and tastings will also be held at the historic Greystone campus of The Culinary Institute of America in St. Helena. Two full days of hands-on experiences will be hosted at local vineyards, wineries, restaurants, farms and artisanal food purveyors, allowing attendees to fully engage in some of the elements that make the Napa Valley legendary. All of *Flavor! Napa Valley*’s programming will once again be produced by Karlitz & Company.

“We are so pleased with the caliber of the 2011 festival,” adds John Evans, General Manager of founding-sponsor Silverado Resort and Spa. “With the announcement of the 2012 dates and the

addition of two days of activities, we are signaling our commitment to provide our guests and attendees with a wonderfully unique experience that can only be found in Napa Valley, California.”

"We were delighted to be involved in the inaugural *Flavor! Napa Valley*. We are looking forward to continuing our region’s legacy of gracious hospitality by inviting guests into our homes, vineyards, and kitchens to get their hands into the soil and share winemaking and culinary experiences that can only be found in the Napa Valley," says Garen and Shari Staglin of Staglin Family Vineyard.

To receive event and ticketing updates, please join the festival’s e-mail list at www.flavornapavalley.com, Facebook at <http://www.facebook.com/FlavorNapaValley>, and follow us @FlavorNV and #FNV12 on Twitter.

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About Flavor! Napa Valley®

Flavor! Napa Valley® Celebration of Wine, Food & Fun is an annual event that features worldclass Napa Valley wines alongside the Napa Valley’s master chefs and graduates of The Culinary Institute of America’s culinary education programs. Net proceeds from the event support programs and scholarships at The Culinary Institute of America’s Greystone Campus in St. Helena, CA. The event is hosted by founding sponsors Silverado Resort and Spa and Dolce Hotels in partnership with the Napa Valley Destination Council, The Culinary Institute of America at Greystone, and the Napa Valley Vintners, and is produced by Karlitz & Company. For more information, please visit www.flavornapavalley.com, Facebook at <http://www.facebook.com/FlavorNapaValley>, and follow @FlavorNV and #FNV12 on Twitter.

About The Napa Valley

Napa Valley is home to the founders of America’s fine wine industry – legendary entrepreneurs who have showed the world that the art of winemaking had crossed continents – and is prized for its natural beauty, phenomenal culinary scene (14 Michelin Stars awarded for 2012), worldclass hotel accommodations, robust arts community, and one-of-a-kind wellness experiences including the region’s famed spas, mud baths and healing geo-thermal springs. The Napa Valley is the official wine region of the 34th annual America’s Cup, and in partnership with San Francisco, is internationally recognized as one of only nine “Great Wine Capitals.” Visit www.LegendaryNapaValley.com for more information or to download the award-winning Visit Napa Valley Mobile App and join “The Napa Valley” community on Facebook, and follow @LegendaryNapa on Twitter.