



**For Immediate Release: January 12, 2009**

### **Hottest Ticket in Town!**

The London Wine and Food Show kicks off its 4<sup>th</sup> year and the popularity of the event, exhibitor base and reputation in the industry continue to grow.

The Show promises high-end wine and food, beer and spirits, plus an eclectic mix of related exhibitors that compliment this growing wine and food showcase. Expect a scrumptious blend of all that interests the savvy wine and food connoisseur or those that wish to be one. Check out a fantastic line-up of chefs, wine experts, cheese connoisseurs and show-floor surprises.

Customers will have the chance to indulge themselves in a whole host of fine wines and beverages, and observe a number of delicious creations in the making by top chefs from the area, as well as Food Network's, Roger Mooking host of Everyday Exotic.

"The show is all about soaking up all these wonderful, flavourful, palatable experiences for visitors; and for those that manage, operate and exhibit at the event it is successful because the show reflects the pride of product, planning and the prestige the event is starting to garner," says Mary Anne Weber, Show Organizer. "Due to the efforts of our team here at Western Fair, the exhibitors that supported us from the beginning and those new ones that see the benefits of being part of the London Wine and Food Show, we are making a positive name for this show in a very exclusive segment of the industry."

Many of the area's most desirable dining destinations will be featured, as well as numerous local, provincial and imported brands of wines, beers and spirits.

Guests will be entertained and educated by live stage demonstrations showcased in a designer kitchen area, and can take-in cheese tasting sessions and seminars in our Tasting Room.

**The London Wine and Food Show will take place in the PROGRESS BUILDING at the Western Fair Event Centre from January 16 - 18, 2009.**

Daily show hours are:

***Friday, January 16th 4:00 pm - 10:00 pm***

***Saturday, January 17th 12:00 pm - 10:00 pm***

***Sunday, January 18th 12:00 pm - 5:00 pm***

**Admission: \$12.00** (Must be 19 years of age or older.)  
Advance tickets can be purchased for \$10.00 online at [westernfair.com](http://westernfair.com)

### **HIGHLIGHTS of the Show:**

Friday, January 16<sup>th</sup> is **'Girls' Night Out'** presented by *Girls Night Out Wines*. While this night caters to women, men are welcome too! Prizes, promotions, live entertainment and culinary demonstrations will make this night a hit with your girlfriends!

### **Win a decadent \$1200 getaway package for four adults which includes:**

- Personalized tour and tasting at Colio Estate Wines in Harrow, Ontario
- Winery souvenir package
- Dining for four (including wine with the meal) at Caldwell's Grant award winning restaurant in Amherstburg
- Plus one night's accommodation (premium package - two rooms) at the Rose Cottage Bed & Breakfast on the Detroit River in Amherstburg, Ontario.

Check out **Chef Roger Mooking**, host of *Everyday Exotic on Food Network*, who will entertain audiences with cooking demonstrations on **Friday**, at 7pm, **Saturday**, at 3pm & 6pm and **Sunday**, at 1pm & 3pm

**Michael Pinkus'** enjoyment and love of wine is fuelled by frequent trips through Ontario's wine regions. Michael has visited each winery at least once a year for the past 16 years to sample their new offerings. He is determined that others should enjoy the fabulous wines that Ontario has to offer. 3:30 pm, Saturday, January 17.

**LCBO - Vintages** - will offer three tasting seminars throughout the show. Topics are: *Sparkling for Any Occasion* (January 16 at 6:00pm), *Best Values Under \$20* (January 17 at 5:30pm) and *Introduction to Wine Tasting* (January 18 at 1:30pm). All LCBO seminars take place in the Tasting Room.

**ALL 3 MAJOR Ontario Wine Regions represented for first time at London Wine and Food Show.** Check out wineries and their products from Lake Erie North Shores, Niagara and upcoming Prince Edward County.

### **2009 London Wine and Food Show:**

### **EVENT SCHEDULE**

#### **Friday, January 16<sup>th</sup>**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
4:30-5:15	All you need is Cheese	Dairy Farmers of Canada
5:00-5:45	Chris Goddard Cooking with Beer	Steam Whistle Brewing
6:00- 6:45	Mark Hough	LCBO Product Consultant

	Sparkling for Any Occasion	
6:00- 6:45	Aeolian Groove Band	Aeolian Performing Arts Centre
6:30- 7:15	All you need is Cheese	Dairy Farmers of Canada
7:00- 7:45	Chef Roger Mooking Host of Everyday Exotic on Food Network	Food Network
8:00- 8:45	Doug Beatty and Suzy Podrebarac Out Wines	Girls Night Colio Estate Wines
8:15- 8:45	Wayne Alan, The Magic Chef Meatless Meals	Magical The Magic of Cooking
8:30- 9:15	All you need is Cheese	Dairy Farmers of Canada
8:30 – 9:15	Aeolian Groove Band	Aeolian Performing Arts Centre

**Saturday, January 17, 2009**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
12:30 - 1:15	All you need is Cheese	Dairy Farmers of Canada
1:00 - 1:45	Chef Keith Walters “Scallop & Scaloppini”	Top of Fair Restaurant
1:30 - 2:15	Wine Educator, Mark Donaldson Wine 101	Churchill Cellars
2:00 - 2:45	Aeolian Groove Band	Aeolian Performing Arts Centre
2:30 - 3:15	All you need is Cheese	Dairy Farmers of Canada
3:00 - 3:45	Chef Roger Mooking Host of Everyday Exotic on Food Network	Food Network
3:30 - 4:15	Michael Pinkus Affordable and Available	Ontario Wine Review
4:00 - 4:45	Nicole Arroyas Pot du Chocolat...A Valentine’s Delight	Auberge du Petit Prince

4:30 - 5:15	All you need is Cheese	Dairy Farmers of Canada
5:00 - 5:45	Aeolian Groove Band	Aeolian Performing Arts Centre
5:30 - 6:15	Stephen Ward  Best Values under \$20.00	LCBO Product Consultant
6:00 - 6:45	Chef Roger Mooking  Host of Everyday Exotic on Food Network	Food Network
6:30 - 7:15	All you need is Cheese	Dairy Farmers of Canada
7:00 - 7:45	Brittany Stager  "Make it with Mushrooms"	Mushrooms Canada
7:30 - 8:15	Darcy O'Neil and Paul Mitchell  The Science of Taste: What Your Taste Buds Are Telling You	"ArtofDrink.com" and "BoozeNews.ca"
8:00 - 8:45	John Romano & Chef Earl Wilson  "Pork Entrée with Apple Beer, Cream Ale Soup, Portobello Mushrooms in a Beer Marmalade and a Beer Float	Nickel Brook Beers and M.E. & Suzie Restaurant
8:30 - 9:15	All you need is Cheese	Dairy Farmers of Canada
8:45 - 9:30	Aeolian Groove Band	Aeolian Performing Arts Centre

**Sunday, January 18, 2009**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
12:00-12:45	Aeolian Groove Band	Aeolian Performing Arts Centre
12:30 - 1:15	All you need is Cheese	Dairy Farmers of Canada
1:00 - 1:45	Chef Roger Mooking  Host of Everyday Exotic on Food Network	Food Network
1:30 - 2:15	Joanne Kolodziejczyk  Introduction to Wine Tasting	LCBO Product Consultant
2:00 - 2:45	Chef Keith Ryan  Flambéed Coconut Curry Shrimp	Fanshawe College – Tourism & Hospitality Studies Division
2:30 - 3:15	All you need is Cheese	Dairy Farmers of Canada

3:00 - 3:45	Chef Roger Mooking Host of Everyday Exotic on Food Network	Food Network
3:30 - 4:00	Joanna Kocsis The Sweet Sextet – Vertical Ice Wine Tasting of Six Vintages from 1999 - 2004	Mountain Road Wine Company
4:00 – 4:30	All you need is Cheese	Dairy Farmers of Canada
4:00 – 4:45	Aeolian Groove Band	Aeolian Performing Arts Centre

For more information please contact:

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To arrange for interviews with exhibitors and/or presenters, contact:

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