



Wine & Food *experience*

azcentral.

BROUGHT TO YOU BY

Martha
STEWART

Event Overview

4th annual azcentral Wine & Food Experience

Inspiring Foodies in our communities:



**FROM SIZZLING
RESTAURANT TRENDS &
REVOLUTIONARY CHEFS**



**TO SIGNATURE DISHES
THAT BRING PEOPLE
TO THE TABLE**



**TO LAUGH, SHARE,
& CELEBRATE.**

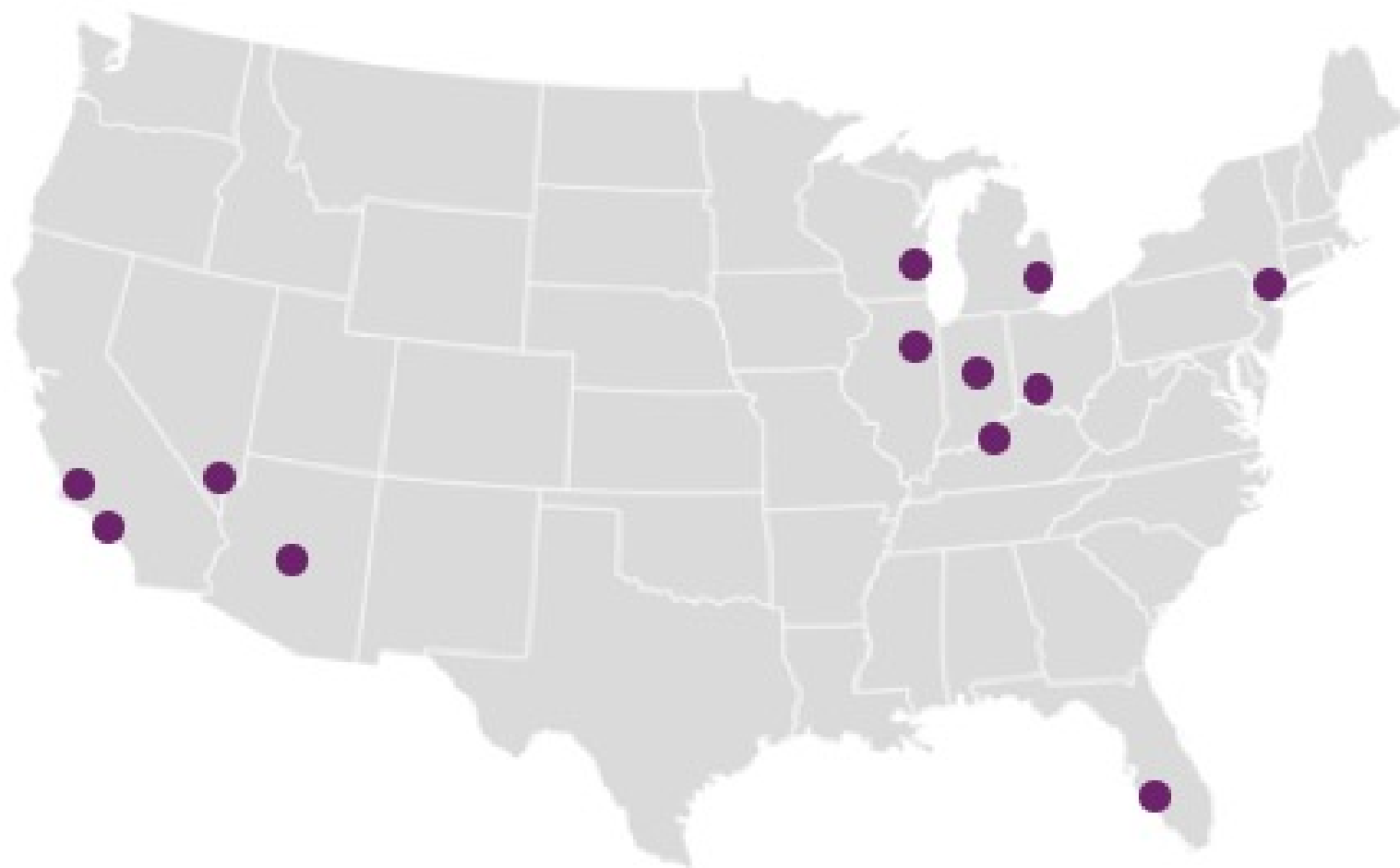
Mouthwatering **FOOD**, **CRAFT BEER** and **WINE**

The **BEST** in **LOCAL** and
NATIONAL Culinary Talent

Interactive Demonstrations
and Experiences

2018 MARKETS AND DATES

- **Cincinnati, Ohio** June 16
- **Ventura, California** August 25
- **Detroit, Michigan** September 15
- **Indianapolis, Indiana** September 29
- **Chicago/ Evanston, Illinois** September
- **Las Vegas, Nevada** October 13
- **Louisville, Kentucky** October 20
- **Phoenix, Arizona** November 3-4
- **Naples | Fort Myers, Florida** November 10
- **Santa Monica, California** December
- **NYC Metro, New York** December
- **Milwaukee, Wisconsin** TBD



Delivering Foodies in Phoenix:

62%

WOMEN

38%

MEN

67%

HHI of
\$100K+

22%

ARE 25-44

42%

ARE 45-54

36%

ARE 55+

76%

ARE VALLEY
RESIDENTS

2017 Event by the numbers



4,000+

EVENT
ATTENDEES

18

SEMINARS &
DEMONSTRATIONS
ON 4 STAGES

50

OF ARIZONA'S
TOP CULINARY
CHEFS &
RESTAURANTS

60,000+

BITE-SIZED
SAMPLES SERVED

36,000+

DRINK SAMPLES
SERVED

290

DIFFERENT WINE,
CRAFT BEER &
SPIRITS SERVED

2017 featured culinary talent



Gio Osso

Chef & Owner, Virtu Honest Craft, Nico Heirloom Kitchen



Christopher Collins

Chef & Owner, Grassroots Kitchen & Tap, Twisted Grove, Wally's American Gastro Pub



Bernie Kantik

Chef & Owner, Citizen Public House and Gladly



Jennifer Russo

Chef & Owner, The Market Restaurant + Bar by Jennifer's

Award-winning chefs with more to be announced

Isaac Carter

Bourbon & Bones

Justin Pfeilsticker

Café Zuzu

Tandy Peterson

Mowry & Cotton

George Frasher

Frasher's Smokehouse

Aaron Pool

Gadzooks

Chuck Wiley

Hearth 67 at Mountain Shadows

Doug Robson

Gallo Bianco

Jaques Qualin

J&G Steakhouse

John Araujo

Bella Gusto Urban Pizzeria

Matt Hobbs

Match Cuisines & Cocktails at Found:RE

Dushyant Sing

Artizen Restaurant

Adam Allison

Handlebar Diner

Jennifer Russo

The Market + Bar by Jennifer's

Brett Vibber

Cartwright's Modern Cuisine

Bernie Kantik

The Gladly & Citizen Public House

Raveen Arora

The Dhaba

Thomas Riordan

Kai at Sheraton Grand

Cordon Maybury

Frank & Albert's Wrights at the Biltmore

Troy Knapp

Café Lafibela

Doug Robson

Otro Café

Chrysa Robertson

Rancho Pinot

Gio Osso

Virtu Honest Craft, Nico Heirloom Kitchen

Helen Yung

Sweet Republic

Mark Tarbell

Tarbell's

Anthony DeMuro

Different Point of View at Pointe Hilton Tapatio Cliffs

Mel Mecinas

Talavera at Four Seasons-Scottsdale

Tony Saidi

Mamma Toledo's The Pie Hole

Bob Tam

Bitter & Twisted

Tom Freimuth

Orange Sky at Talking Stick

Christopher Collins

Grassroots Kitchen & Tap, Twisted Grove, Wally's American Gastro Pub

Dustin Christoforo

Qulessence at the The Farm at South Mountain

David Duarte

Las Sombreros

Richard Hinojosa

Crujiente Tacos

Lisa Dahl

Mariposa, Pisa Lisa Cucina Rustica, Dahl & Di Luca Ristorante Italiano

Ryan Clark

PY Steakhouse at Casino del Sol

More than **144 million total consumer impressions** served and **\$1.4 million** in advertising value was leveraged

2017 event sponsors:

- Cadillac
- Arizona Office of Tourism
- AJ's Fine Foods
- Mitchell Gold + Bob Williams
- LaCroix
- Grateful
- Mattamy Homes
- Sub Zero Wolf/Monark
- Southern Glazer's Wine & Spirits
- 94.5 KOOL FM
- Stella Artois
- Thanksgiving.com
- Visit Tucson
- US Foods
- Today's Patio
- Yelp
- Moon Valley Nurseries
- KMLE 107.9

2017 media outlets:

azcentral.com Wine & Food Experience was featured on multiple news outlets including:

- The Arizona Republic
- azcentral.com
- USA Today
- Martha Stewart Living Magazine
- Martha Stewart Social Media Accounts
- Golf Week
- Fine Cooking
- YELP
- Arizona Foothills Magazine
arizonafoothillsmagazine.com
- 12 News
- CBS Radio

azcentral
FOOD & WINE
experience
TODAY • NOVEMBER 4
TOMORROW • NOVEMBER 5
FAIRGROUNDS AT TOLUPEE TRICK, SOCCERFIELD, AZ
100PM - 8:00PM
FOODANDWINEAZCENTRAL.COM

30+ RESTAURANTS
200 WINES, BEERS & SPIRITS
LOCAL CHEFS
CHEF DEMOS | COOKING TIPS

GRAND TASTING
11:00AM - 12:00PM
200+ WINES, BEERS & SPIRITS
200+ LOCAL CHEFS
200+ COOKING TIPS

VIP GRAND TASTING
12:00PM - 1:00PM
200+ WINES, BEERS & SPIRITS
200+ LOCAL CHEFS
200+ COOKING TIPS

VINA STEWART
1:00PM - 2:00PM
200+ WINES, BEERS & SPIRITS
200+ LOCAL CHEFS
200+ COOKING TIPS

THE CELLAR
2:00PM - 3:00PM
200+ WINES, BEERS & SPIRITS
200+ LOCAL CHEFS
200+ COOKING TIPS

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VIEW TICKET OPTIONS

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NOVEMBER 3 & 4, 2018

SALT RIVER FIELDS AT TALKING STICK

Elements of the Wine and Food Experience:

THE GRAND
TASTING
EXPERIENCE

UNIQUE &
DISTINCTIVE
EXPO PAVILIONS

SEMINARS AND
MASTER CLASSES

VIP EXPERIENCE



**FOR SPONSORSHIP INQUIRIES AND PRICING,
PLEASE CONTACT**

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