

For Immediate Release: ASHEVILLE, North Carolina

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The Asheville Wine & Food Festival: Ten years...Thank you for joining us!

Asheville is ranked as one of the top designations in the world to visit in 2018 by Forbes, and number one on the list of "New Top Cities for Wine in the United States" by The Travel Channel. For ten years, the Asheville Wine & Food Festival has been a culinary weekend of food, drink and fun. The festival was named a Top 20 Event by Southeast Tourism Society. TripAdvisor, in the "The Travelers' Choice® Food and Wine Destinations Awards", placed Asheville right up there with New York City, San Francisco, New Orleans & Chicago. Southern Living has listed us among the "Tastiest Towns in the South".

The festival was a hit from the beginning because it didn't grow too quickly for its intention, and care was given to the methods of development. In fact, the growth of the festival over the years has been exemplary. We have watched as the longtime festival director developed a full Cocktail Week that takes place during the first week of May annually. This recent development evolved from one of the previously owned signature Asheville Wine & Food Festival events... ELIXIR. Come see why this weeklong event has created quite the stir from April 29 through May 6, 2018!

We have had attendees from our own region as well as visitors from New York to Florida to California. To continue in the interest of providing value to our guests, we were able to extend the festival to include alternate events such as AMUSE and ESSENCE in 2015. Subsequent the first year, which was a gathering of friends by the river, the festival has been able to grow to nearly 5,000 attendees over the course of its lifetime, and Asheville Cocktail Week boasts over 3,000 attendees since its separation from the festival lineup in 2016.

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Asheville Cocktail Week is a celebration of the art of mixology and craft spirits, combining the best talent and trends the industry has to offer. This weeklong event provides something for everyone from industry to the occasional cocktail drinker, and highlights both the talent as well as local venues where such spirits may be enjoyed. This year's event locations include Posts 25 and 70, Rhubarb, Vivian, and The Waterbird. Tickets and information are available on the website at www.CarolinaCocktailWeek.com.

With so many attendees and related exposure for local restaurants, wineries, distilleries and other vendors, the festival receives the support of the City of Asheville and Tourism Department, as well as the Asheville Convention & Visitors Bureaus (CVB) annually. The festival always donated some of its proceeds to local charities reflective of plant-to-table and farm-to-table activities. The Asheville Wine and Food Festival has taken pride in giving its festival participants the opportunity to savor the mountains like never before... and Asheville Cocktail Week has become recorded as the largest cocktail and distilling event in the southeast, creating a week long party. The development of both events celebrates the unique vibe that Asheville, NC has to offer.

Media image link:

<https://www.dropbox.com/sh/zolsa7m5zyl5wiv/AABb66JTM87cHrFCzRPRAPXwa?dl=0>

AshevilleWineAndFood.com

CarolinaCocktailWeek.com

Ten tags to follow:

Asheville, Wine, Food, Cocktail, Festival, Cooking, Cuisine, Chef, Beer, Downtown

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Boilerplate:

Asheville has been ranked as one of the top designations in the world to visit in 2018 by Forbes, and number one on the list of "New Top Cities for Wine in the United States" by The Travel Channel. As a culinary weekend of food, drink and fun, the Asheville Wine & Food Festival was named a Top 20 Event by Southeast Tourism Society. For ten years, the festival has given its participants the opportunity to savor the mountains like never before... and Asheville Cocktail Week has grown to become the largest cocktail and distilling event in the southeast, creating a week long party. The development of both events, and evolution of the upcoming wildly popular Cocktail Week, April 29 through May 6, celebrate the unique vibe that Asheville, NC has to offer.

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