



For Immediate Release:

**Asheville Wine and Food Festival Announces
“Asheville Cocktail Week”
May 4-8, 2016**

A week-long celebration of the arts of mixology and craft spirits

February 3, 2016 (Asheville, N.C.) The Asheville Wine and Food Festival announces plans to expand its celebration of spirits and mixology to a dedicated week-long event, crowned “**Asheville Cocktail Week**”. In partnership with Spirit Savvy Events and sponsor support by Beam Suntory, makers of Jim Beam, Makers Mark and Knob Creek, among others. Festivities include national book authors and mixology gurus, an expanded “ELIXIR” event highlighting an ever expanding pool of local talent, as well the largest industry-only Distilling Expo in the Southeast.

“Based on the popularity of our past several ELIXIR events, it was evident the demand was there to expand the concept,” says Kris Kraft, Director of the Asheville Wine and Food Festival. “All the attributes that comprise the world of mixology and craft spirits show no sign of slowing down. We are thrilled to be able to collaborate with so many local as well as national partners to make this a truly Asheville distinctive event.”

Now in its eighth year, The Asheville Wine and Food Festival (August 19th-20th, 2016) has positioned Cocktail Week as the featured element in a series kick-off that starts with specially curated pairing dinners. One such example is a winter warmer/apres-ski style dinner dubbed “Fair Game Lodge” held at MG Road February 11th in conjunction with Fair Game Beverage Company. A craft spirit distillery, Fair

Game is known for various fortified wines, rums and brandies and recently introduced the unique “No’Lasses”, a rum developed with sorghum rather than the traditional blackstrap molasses.

Pairing dinners leading to Cocktail Week will run from February to late April.

For a full listing of pairing dinners, Cocktail Week events and ticket sales information, please visit: <http://ashevillewineandfood.com/asheville-cocktail-week>

About Asheville Wine and Food Festival: The Asheville Wine and Food Festival is an original event designed to showcase Western North Carolina’s rich culinary offerings. The annual event promotes the chefs, restaurants, vineyards, breweries, distilleries, and farms that serve as the foundation of Asheville’s Foodtopian Society. This year’s Asheville Wine and Food Festival events includes Sweet on August 19 and the Grand Tasting on August 20. Both events highlight exceptional wines, restaurants, craft beers, spirits, and hand-crafted artisanal food for a weekend of gourmet indulgence. Held in the heart of Asheville’s lively downtown, festival attendees can experience the event and then explore the city. Stroll down local streets while enjoying independent, farm-to-table restaurants; colorful street performers; local retailers; and attractions.

About Beam Suntory: As the world’s third largest premium spirits company, Beam Suntory is Crafting the Spirits Brands that Stir the World. Consumers from all corners of the globe call for the company’s brands, including the iconic Jim Beam and Maker’s Mark bourbon brands and Suntory whisky Kakubin, as well as world renowned premium brands including Knob Creek bourbon, Yamazaki, Hakushu and Hibiki Japanese whiskies, Teacher’s, Laphroaig, and Bowmore Scotch whiskies, Canadian Club whisky, Courvoisier cognac, Sauza tequila, Pinnacle vodka, and Midori liqueur.

About Spirit Savvy: Spirit Savvy is an events company located in Asheville, North Carolina. Our mission is to create experiences showcasing the craft cocktail, innovative mixologists and heritage liquor brands. At Spirit Savvy, we believe that the consumer wants an intimate informative experience around craft cocktails. We produce creative, inspired events that showcase liquor brands, mixologists and venues to an audience of slow cocktail devotees.

<http://www.spiritsavvycocktails.com>

For Press Images, Logos and Fact Sheet <http://ashevillewineandfood.com/media-resources>

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