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CHARLOTTE
WINE & FOOD
WEEKEND
VINTAGE 2010
WHAT'S YOUR PASSION?

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**Charlotte Wine & Food Weekend Creates New Event
Charlotte Cru Competition - C³ Will Judge Winning Wines**

CHARLOTTE, NC – Charlotte Wine & Food Weekend has created a new event, C³ (C- cubed), which stands for Charlotte Cru Competition. C³ is a blind tasting, rating on the 100-point scale, of wines entered by participating wineries for the 2010 Weekend. The number of wines will be determined by the entries from each of the wineries and awards will be given in a variety of different categories. Judges will be representatives from the media, wholesalers, restaurateurs and past major contributors and Cru members.

C³ will be held February 6, 2010 at Del Frisco's beginning at 10 am. Henry Fleming Group is sponsoring the event. The five recipient charities will help staff the event, including students from Johnson & Wales University, gaining hands on wine and special event training. The results of the competition will be compiled into a list of winning wines available to the public on the web site and at sites and restaurants throughout Charlotte. The purpose of C³ is to celebrate the contributions of local Cru members to the Charlotte Wine & Food Weekend and to recognize the support of the wine industry.

"We want to pay homage to the Cru Groups of Charlotte that have given support to Charlotte Wine and Food Weekend and honor them with an event dedicated to what they are passionate about," said Chuck Richards with Reid's, co-chair of the event.

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Five charities have been selected as the beneficiaries, based on the theme “Nourishing Mecklenburg County Youth.” These organizations provide a variety of vital services to this community – servicing children in many aspects - housing, hunger, education, arts and human rights. The beneficiaries and designated programs are:

- Children’s Theatre of Charlotte – Professional Theatre for Youth Audiences
- Council for Children’s Rights – The Leading Voice for Children – Abuse and Neglect Advocacy Program
- Johnson & Wales University – Scholarships and Career Development
- Second Harvest Food Bank of Metrolina – Backpacks for Underprivileged Kids
- Workforce Initiative for Supportive Housing –Affordable Housing Program within Crisis Assistance Ministry - Homeless Children Focus

Charlotte Wine & Food Weekend Events include:

- C³ Wine Competition - February 6, 2010 at Del Frisco’s
- Weekend Vintage 2010 - April 21-24, 2010
 - April 21-22 Vintner Dinners - winemaker dinners held at various restaurants
 - April 23 Big Bottles & Blues - a casual event with the largest attendance
 - April 24 Vintner Tasting – sample wines from all the vintners
 - April 24 Grand Gala and Live Auction – a formal, culminating celebration.

Since its inception in 1989, the Charlotte Wine & Food Weekend has grown into one of the Southeast's largest wine events and has raised more than \$3.2 million for local charities. Held in the spring of every even-numbered year, the weekend draws notable winemakers from around the world and pairs them with Charlotte's top chefs for three days of fun and educational events. For more information, call (704) 338-9463 (WINE) or visit www.charlottewineandfood.com. Visit us on Facebook and follow us on twitter @CLTWineandFood.

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