



FOR IMMEDIATE RELEASE

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For more information:

Kit Curran, Executive Director

Winefest Des Moines

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APPROXIMATELY 1,000 DIFFERENT WINES TO BE POURED
DURING WINEFEST WEEKEND

Patrons will also enjoy more food for a lower price each night.

(DES MOINES, IA) – Since its inception, Winefest Des Moines has offered two different ticket prices for its Sips & the City and the Grand Tasting but this year organizers have decided to level the pricing. Tickets for both Friday, June 18th and Saturday, June 19th will be \$40 in advance and \$50 at the door, which is the same price as 2009's Sips & the City.

"Friday has always been the more popular night between the two, so we decided to lower the price on Saturday night in order to entice people to be able to come both nights," said Kit Curran, Winefest Executive Director. *"Now people can pay the same fee either night and get a better value. It's the same amount of wines and the same amount of food each night."*

According to Curran, Friday will probably still skew younger because of the after-work crowd kicking off the weekend and Saturday will tend to be a little mellower. That's why organizers decided to keep the same moniker to differentiate the two nights during the transition. But if guests want to upgrade to a few more refined wines and sophisticated food options in a more intimate setting, they can experience the new VIP Tasting Lounge. There will be a limited capacity of guests in this area and will be offered on a first-come, first-served basis to anyone not already a Winefest Patron. Tickets are \$25 per person on either Friday or Saturday.

"Since we tweaked the two nights, we wanted to still offer some of our patrons a more wine aficionado experience," added Curran. *"So more serious wine buyers can sip and swirl on the second level of Capital Square either night."*

And with about 1,000 different wines to choose from throughout the weekend, there will be a lot of sipping. Fourteen countries will be represented-- Italy, Chile, Argentina, South Africa, Armenia, France, Spain, Germany, Australia, New Zealand, Japan, Netherlands, Hungary and Portugal—along with ten states-- Iowa, California, Idaho, Washington, Oregon, New Mexico, New York, Wisconsin, Missouri and Arizona. And for people who don't like wine, guests can sip on beer from four local beer distributors.

(more)

Winefest Des Moines is presented by Hy-Vee so numerous Hy-Vee food stations will be set up along with gourmet foods from select area restaurants. Both evenings will offer live music in the open evening air of downtown's Nollen Plaza. Friday will feature *The Sons of Gladys Kravitz* and Saturday will feature the *Bob Pace Band featuring Steve George*.

Sips & the City and The Grand Tasting are held rain or shine at Nollen Plaza/Capital Square from 6-9 p.m. on June 18-19. Tickets can be purchased on-line at www.winefestdesmoines.com or at any Central Iowa Hy-Vee Food Stores. Proceeds from this year's events support the Juvenile Diabetes Research Foundation of Greater Iowa (JDRF).

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