

# FOOD & WINE classic in aspen

June 19 2009

## FACT SHEET

- History** Established in 1983 as the Aspen/Snowmass International Wine Classic by founders Gary Plumley of the Grape & Grain in Aspen and Bob and Ruth Kevan of Chez Grandmere in Snowmass Village, the inaugural Classic attracted approximately 300 people. *Food & Wine* magazine became the host of the event in 1986, introducing a concurrent trade program for restaurateurs in 1987. In 1988, the annual *Food & Wine* Best New Chefs award made its debut at the Classic.
- By 1990 the Classic had become the most renowned event of its kind. More than 2,000 people attended to see featured speaker Julia Child and an all-star cast that included more than a dozen superchefs and wine luminaries.
- Now in its 27<sup>th</sup> year, the *Food & Wine* Classic in Aspen is considered the meeting place for the industry's top chefs, restaurateurs, journalists, and food and wine loving consumers. The event attracts an influential audience of 5,000 people.
- Event** The Food & Wine Classic in Aspen is the epicurean magazine's signature event, bringing together 50 of the world's foremost authorities on wine and food at 80 cooking demonstrations and wine seminars. In addition, over 300 wines and luxury lifestyle brands gather together in the Grand Tasting Pavilion, the epicenter of the event, to pour 50,000 bottles of wine and exhibit their newest products.
- Restaurant Trade Program** American Express® Restaurant Trade Program will mark its historic 20<sup>th</sup> anniversary with a two-day forum featuring top chefs and restaurateurs who have made a lasting impact on the trade over the past 20 years.
- Host** Starting over a year in advance, *Food & Wine* magazine identifies the hottest culinary superstars and uses its industry connections to bring a cavalcade of luminaries to the Classic. *Food & Wine* magazine is published by American Express Publishing Corporation, a subsidiary of American Express® Company. American Express Publishing Corporation also publishes *Travel + Leisure*, *Departures*, and *Executive Travel* magazine. *Food & Wine* boasts an audience of 7.4 million.
- Sponsors** All-Clad, American Express, AT&T, Bombay Sapphire, Delta, FIJI Water, Green & Black's Organic Chocolate, Grey Goose Vodka, Kitchen Aid, Lexus, McCormick, Patron, Stella Artois, and Wines from Spain.
- Contact** For press inquiries, call Lori Lefevre at 212-827-6403 or email [lori.a.lefevre@aexp.com](mailto:lori.a.lefevre@aexp.com) or Jee Park at 212-536-2069 or email [jee.w.park@aexp.com](mailto:jee.w.park@aexp.com).
- NOTE:** We appreciate mention of the *Food & Wine* Classic in Aspen in all coverage developed during the event. We ask all press to file copies of their stories with:

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