

FACT SHEET

- Event** The FOOD & WINE Classic in Aspen is the epicurean brand's signature event, bringing together the world's foremost authorities on wine and food at over 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 feature and sample their newest products. Simultaneously, American Express hosts its annual Restaurant Trade Program, a unique educational and networking event developed for the professionals who shape the world of hospitality. With planning a year in advance, FOOD & WINE identifies the hottest culinary talent and trends and uses its industry connections to bring an all-star line-up and program to the FOOD & WINE Classic every year.
- The 2016 schedule and more about the 2017 talent and the weekend is available at foodandwine.com/classic.
- 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. By 1990s, the F&W Classic had become the most renowned event of its kind attracting 5,000 attend from around the world.
- Trade** American Express will host its 28th annual American Express Restaurant Trade Program, a unique educational and networking event developed for the professionals who shape the world of hospitality. Designed to offer the tools and best practices that attendees need to stay ahead in today's competitive marketplace, the American Express Restaurant Trade Program features a welcome reception, two exclusive opportunities to mix and mingle with fellow Trade attendees, and four panel discussions with leading restaurateurs, chefs and operators.
- F&W** FOOD & WINE is the ultimate authority on the best of what's new in food, drink, travel, design & entertaining. FOOD & WINE has an extensive social media following on Facebook, Twitter, Instagram, Pinterest, Tumblr and Foursquare. FOOD & WINE includes a monthly magazine; digital editions on the iPad, Kindle Fire and Nook Color; a website, foodandwine.com; a books division; plus newsletters, clubs, events around the globe and a restaurant partnership, Chefs Club by FOOD & WINE.
- Social** The F&W Classic in Aspen is on Facebook. In addition, the conversation can be followed on Twitter and Instagram by using the hashtag #fwclassic.

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