

FOR IMMEDIATE RELEASE

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Euphoria Festival's 2009 Tasting Showcase Offers an Education in Food and Wine

*Master Sommeliers, Renowned Chefs and Celebrated Musicians Come Together for
Sept. 19 Al Fresco Event*

GREENVILLE, S.C. (September 8, 2009) - - Several of the nation's leading wine and culinary experts will share the secrets of their trade on Saturday, Sept. 19 at the 2009 Euphoria Festival's Tasting Showcase. The showcase takes place from 11 a.m. to 5 p.m. and includes cooking demonstrations and the Grand Wine Tasting and Gourmet Food Sampling on Main Street at Broad and wine seminars at the Westin Poinsett Hotel at 120 South Main St. Musical performances will also take place throughout the event. Tickets are available now at www.euphoriagreenville.com. Prices for Euphoria tickets range from \$45 for individual event tickets to \$950 for a full-weekend VIP all-access pass.

Featured presenters include Frank Stitt, chef/owner of the Highlands Bar and Grill and Bottega in Birmingham, Ala. and Tim Graham, executive chef at Tru in Chicago. Wine tastings and seminars will be conducted by three experts who hold the title of Master Sommelier, a distinction earned by only 103 industry professionals in the country. Over 150 wines will be featured, and every major wine producing region in the world will be represented. Cookware provided by Le Creuset will be used on the cooking stage so participants can learn what pieces to use to get professional results at home.

New to this year's festival is Belgium Brands, a collection of such beers as Stella Artois, Hoegaarden and Leffe Blonde. Belgium Brands beers are produced according to European tradition and lend themselves well to a variety of food pairings.

Euphoria 2009 Tasting Showcase Schedule:

Cooking Demonstrations: 11 a.m. – 4 p.m.

Wine Seminars: 12 noon – 3 p.m.

Grand Wine Tasting and Gourmet Food Sampling: 1 – 5 p.m.

Wine Seminars *presented by Imbibe Magazine*

12 noon

Food & Wine Pairing

Laura Williamson, Master Sommelier, Court of Master Sommeliers, Tucson, Ariz,

1:30 p.m.

Fundamentally Wine

Ron Edwards, Master Sommelier, Court of Master Sommeliers, Charlevoix, Mich.

3 p.m.

South American Wines/ Wines from WAY Down South

Wayne Belding, Master Sommelier, Court of Master Sommeliers, Boulder, Colo.

Cooking Demonstrations:

11:15 a.m. - Tim Graham, Executive Chef, Tru, Chicago, Ill.

12:30 p.m. - Frank Stitt, Chef/Owner, Highlands Bar & Grill & Bottega, Birmingham, Ala.

1:45 p.m. - Kent and Kevin Rathbun; Kent Rathbun, Chef, Abacus & Jaspers, Dallas, Texas; Kevin Rathbun, Chef/Owner, Rathbun's, Kevin Rathbun Steak, & Krog Bar, Atlanta, Ga.

3 p.m. - David Guas, pastry Chef/Owner, Bayou Bakery, Alexandria, Va.

Euphoria seeks to present a first-class, multi-day event for food, wine, and music lovers that raises significant funds for charities while also promoting tourism and enhancing the reputation of Greenville, S.C. as a premiere culinary and performing arts destination.

Euphoria is organized and presented by Local Boys Do Good ("LBDG"), a non-profit organization exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. All net proceeds from Euphoria are distributed by LBDG through direct grants to other charities – mostly in upstate South Carolina – that focus on providing sustenance to those in need (food, hunger, and health), educating (through music, performing arts, or otherwise), or supporting children. Since its inception in 2006, LBDG has received more than 100 grant applications and requests and given more than \$100,000 in grant funds. To learn more about the recipient organizations, please visit www.euphoriagreenville.com.