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Euphoria of Greenville, SC

Harmonious Bliss



By Ken Panton
 Photography by David Lewis Taylor

Even though summer is not yet over, the young jet-set and the social crowds are already filling up their 2009 summer calendars. For a diversion, we would like to suggest a little Euphoria, which will takes place in historic Greenville, South Carolina, a small town in the midst of an exciting and evolving downtown renaissance.

Experience the finest this surprisingly sophisticated enclave has to offer at Euphoria, when a festival enlivens the town each September. Promoted as "a higher state of food, wine and music" this festival aims to surpass your expectations. With so much to celebrate in Greenville there is no better time for a first-time visit, or a returning trip to the area and the Euphoria Festival deserves a place on your annual 'must-do' list.

Greenville native and Euphoria co-founder Edwin McCain, the platinum-selling singer and songwriter, was the headliner at the 2008 event. His soundtrack for the event included artists such as Chris Isaak, Blue Dogs, Walter Blandings and others. Fellow host and co-founder, restaurateur Carl Sobocinski, who is responsible for putting Greenville on the gourmet map has created culinary destination par excellence! His exceptionally high standards have attracted a cadre of top chefs to his restaurants and to the area's other fine dining restaurants; and world-class vintners followed soon afterwards.

The exciting 2008 Euphoria, included exclusive tasting events, cooking demonstrations and wine seminars as well as multi-course dinners and live musical performances, and each year the festival planners promises more



excitement and exceptional food and wine experiences. World-class chefs, including Joey Pesner, Executive Chef La Bastide at The Cliffs, Anthony Amoroso, Executive Chef at Michael Mina Bellagio, Las Vegas; Scott Crawford, Chef de Cuisine at Georgian Room, The Cloister at Sea Island; Shaun Doty, Chef and Owner of Shaun's in Atlanta; Tim Graham, Executive Chef of Tru in Chicago; David Guas Pastry Chef and Owner of DamGoodSweet Consulting Group in DC; Gray Kunz Chef and Owner of Grayz in New York; Frank Lee, Executive Chef of Slightly North of Broad, in Charleston, and Rick Tramonto Chef Partner of Tru Chicago, brought their expertise and personal recipes to the festival.

They joined these Greenville and local host chefs: Lindsay Autry, Executive Chef of The Lazy Goat, Joe Clarke, Co-Head Chef, General Manager of American Grocery, Rodney Freidank, Corporate Chef Table 301, Shaun Garcia Chef de Cuisine of Soby's New South Cuisine, Anthony Gray, Executive Chef of High Cotton, Steven Greene, Executive Chef/Owner of Devereaux's, John and Amy Malik of 33 Liberty, and Jesse Thompson, Chef de Cuisine of Restaurant O. Exceptional Master Sommeliers, including Wayne Belding, Ron Edwards, Sara Floyd and Laura Williamson and premier vintners who provided a nearly unparalleled experience to all who attend.

www.euphoriagreenville.com

Top: Variations on Ahi Tuna at served at the handsomely appointed, and very cosmopolitan Restaurant O, also on Main Street; Large crowds enjoy a wine tasting and the beautiful location along the Reedy River at last year's festival
Left: At Soby's enjoy an innovative twist on Southern Cuisine like this Fried Green Tomato Napoleon; Exceptional international cuisine, with an emphasis on both the flavors and relaxed attitude of the Mediterranean is served at The Lazy Goat restaurant

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