

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

**A CONVERSATION WITH MASTER SOMMELIER AND
KAPALUA WINE & FOOD FESTIVAL HOST FRED DAME**

25th Annual Kapalua Wine & Food Festival – An Epicurean Retreat, July 6-9, 2006

Frederick L. Dame is the first American to serve as president of the Court of Master Sommeliers (MS) Worldwide, and assists restaurateurs and hoteliers in developing their wine programs in his role as director of prestige accounts for Beam Wine Estates. Dame is also active in the culinary arts, serving as an honorary trustee of the American Academy of Chefs and the honor society of the American Culinary Federation. He serves as host of the 25th Annual Kapalua Wine & Food Festival (KWFF) in July.

What is your role as host of the Kapalua Wine & Food Festival and how long have you been doing it?

This will be my 11th year at the festival and my 3rd as Host. I take this role very seriously, making sure that all attendees get as much “face time” as possible with our celebrity chefs, vintners and sommeliers. To ensure that each year’s program is fresh and fun, the event theme and presentation schedule and chef, vintner and sommelier recruitment is actually a yearlong process. Kapalua Resort has an awesome event staff as well. I work hand-in-hand with Carol Reimann, director of events management and Nancy Cross, vice president of events from Kapalua Resort, and Geoff Kruth of Farmhouse Inn and Restaurant, to make it all happen each year.

Could you tell us what to expect?

This is one terrific opportunity to truly understand the meeting of “vertical tasting.” Taking three decades, picking the best wine and having the vintners there to describe what happened during the harvest and winemaking stages is an incredible process. It’s never as easy as drinking it!

Could you recount some memorable moments from KWFFs of years past?

I remember vividly the early years with the late Eric Hansen. It was an amazing time as many of the vintners that are famous today were just beginning to make wine. I remember being painted one year by Guy Buffet and he made me about 4-foot-11 and 250 pounds. I didn’t purchase it! The secret of the festival has always been that it finds the perfect blend of education and fun.

What are some culinary and wine trends that have evolved throughout the years at KWFF?

We’ve covered the gamut from Asian, French and Italian wines to Fusion, Small Plates and Slow Food culinary trends and have always been able to find great (and sometimes unusual) food and wine pairings. I have to confess I have a significant dream of bringing African or Indian cuisine into the mix.

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I am coming to the event but my wife is not a big wine connoisseur. What else is there for her to do? How can I get her to appreciate wine more through KWFF?

If you went out and tried to buy all the wines that you could taste at the Festival it would cost you thousands of dollars. At the KWFF, you're bound to find something you like and you can ask the sommelier, chef or vintner why! You can work on your golf game or be highly entertained watching mine. I find sitting by the pool a very positive experience. Oh yes, did I mention that it's KAPALUA, HAWAII? This is not the Bugtussle WineFest!

What makes this event/place so special?

I repeat, KAPALUA, MAUI, HAWAII! What really makes it special is that this is one of the few festivals where you have tremendous access to the chefs, sommeliers, vintners and anyone else you want to chat with. Everyone is so happy to be there that it makes for a great party.

Tell me about the other presenters who'll be at the Kapalua event:

- **John Blazon** (Walt Disney World, Orlando, FL)
John is one of our great success stories. He began in the first year of the Disney Training Program 10 years ago and is now a Master Sommelier. He is responsible for over 450 different restaurant operations wine lists at Walt Disney World Orlando.
- **Robert Smith** (Picasso Restaurant, Las Vegas, NV)
Robert can still be seen daily on the floor of the spectacular Picasso in Las Vegas. He is one of the best food and wine pairing artists I know.
- **Larry Stone** (Rubicon, Burlingame, CA)
Now the CEO of Rubicon Estates, Larry is the ultimate Renaissance man. The wine he makes at Syrita is excellent, he is a concert level violinist and a Fulbright Scholar. I am always trying to find topics he can't discuss. Not much success so far.
- **Robert Bigelow** (Bellagio Resort & Casino, Las Vegas, NV)
Rob is responsible for the wine program at one of the best food & beverage operations in the world. Imagine defining wine for that many great restaurants at one time.
- **Shayn Bjornholm** (Canlis Restaurant, Seattle, WA)
Shayn is one of our new MS's from the legendary Canlis Restaurant in Seattle. Shayn is a Krug Cup Winner (passed all three parts of the exam in one year) and one of the brightest talents in the Northwest. He minored in drama at the University of Virginia, so be prepared.
- **Chuck Furuya** (Sansei Restaurant & Sushi Bar and Vino, Kapalua Resort, Hawai'i)
Chuck is the icon of fine wine & service in Hawai'i. From his leadership has come every other top sommelier in the Islands. He has played a large role in the growth of the sommelier profession in the United States.

- **Roberto Viernes** (Southern Wine & Spirits, Honolulu, Hawai'i)
Roberto is also a new MS and a superb talent whose specialty is wine and food pairing with a Hawaiian flair. He is an excellent speaker and his secret is his commitment to wine knowledge.

What is the one KWFF event I shouldn't miss?

That's like asking which toe I want to cut off. If you miss the Silver Salute you may well give up the opportunity to ever try these magnificent wines ex-cellar again in your lifetime.

Please tell us briefly about each of the following seminars and Winemaker Dinners:

- **In the Kitchen with Julian Serrano**
Oh, I love this man's food. Julian did my engagement dinner (it worked) while he was still at Masa's in San Francisco. His incredible culinary background leaves him the world as his playground when it comes to creating cuisine.
- **Master Sommelier 103**
So you want to be a Master Sommelier? Well, here's your chance to get a snapshot of what the exam is like. Oh, and it's a lot of fun to challenge your abilities against fellow "candidates."
- **Ming Tsai Cooking Demo**
Turn on the television and watch Ming Tsai wow the audience with his creativity and execution. A culinary artist and a great entertainer.
- **Que Shiraz/Syrah**
Syrah is one of the hottest grape varieties on the planet today and Chuck Furuya has invited some of the very best producers to show up and show how it's done. You get to see the top Aussies against several U.S. producers.
- **Andrew Sutton Cooking Exhibition**
Chef Sutton has the top restaurant in Orange County and one of the best in the Los Angeles area. No small feat! Napa Rose blends Continental and Modern cuisine with an astounding wine list. This chef is one of the masters of savory foods!
- **French Finds**
We're going to take you on a tour of the hottest French Appellation d'Origine Contrôlée's (AOC) with different Master Sommeliers who are specialists in the regions. They each will pick their two favorite wines, so be prepared for the awesome!
- **Emerald Point WineMaker Dinner**
This enchanting event, a benefit for Maui Preparatory Academy, features renowned winemaker Michael Martini of Louis M. Martini Winery and Celebrity Chef Beverly Gannon, owner of Hal'imaile General Store. Two guest Master Sommeliers will also provide insightful commentary to enhance this unique experience.

- **Rare Wines Dinner with Yours Truly**

As my guest, you will discover the hidden treasures of the Guild's private cellar and be immersed with a culinary feast from Chef Andrew Sutton. As we wine and dine you, take in the spectacular view from the lanai of the Anuenue Room at The Ritz-Carlton, Kapalua. This event will benefit the Guild of Sommelier's Education Foundation.

ABOUT THE KAPALUA WINE & FOOD FESTIVAL

From its debut as a small wine symposium on Maui, KWFF has evolved into an epicurean extravaganza that draws thousands of visitors each year. The four-day event is the longest-running festival of its kind. Event organizers hand-select the participating wineries, Master Sommeliers and chefs, and ask that they showcase only their most revered, reserved vintages and products.

For event tickets, please call toll-free 866-669-2440 or visit our Web site at www.kapalua.com.

- ABOUT KAPALUA RESORT -

The Kapalua Resort is a master-planned community set amidst a 23,000-acre working pineapple plantation on Maui's northwest coast. The resort is renowned for its world-class golf courses – The Bay, The Village and The Plantation Courses; ten residential communities; premier accommodations at The Ritz-Carlton, Kapalua; The Kapalua Villas, a villa rental program; Kapalua Luxury Homes, a luxury home rental program; a tennis complex; three white sand beaches; and a myriad of restaurants and shops. Kapalua Resort hosts five signature events each year, the PGA TOUR's season-opening Mercedes Championships in January, Whale Quest, Kapalua in February, The Ritz-Carlton, Kapalua's Celebration of the Arts festival in March, the Kapalua Food & Wine Festival in July, and LifeFest Kapalua in September. For more information or to view live images of Kapalua Resort visit www.kapalua.com or call (800) KAPALUA.

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Photography Available Upon Request

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