

SUD DE FRANCE FESTIVAL 2011

A TASTE OF THE MEDITERRANEAN IN NEW YORK. C'EST MAGNIFIQUE!

New York, NY - February 7th, 2011- This June, the Sud de France Festival once again invites you to experience the sundrenched, carefree ambiance of the Mediterranean brought straight to the streets of bustling New York. Expect New Yorkers to be enveloped by the food, wine, and culture of the Languedoc-Roussillon region.

For the 3rd year running, the Sud de France Festival in New York maintains its partnership with restaurants and wine stores throughout the city to offer a full Languedoc-Roussillon experience. With last year's stream of events resulting in a total of 550+ Sud de France wines added to Festival hotspots, previously participating locations are excited to renew their commitment with Sud de France and numerous new accounts are eagerly awaiting their appearance on the Sud de France Festival map. The increase of traffic and sales in stores and restaurants that the Sud de France Festival generates has led us to increase the number of participants and therefore our overall impact.

With over 120 participating venues, you won't stray far from French joie de vivre in Manhattan, Brooklyn, Queens or The Hamptons this summer. Prepare to kick back and savor the iconic flavors of the Mediterranean on restaurant terraces and open air cafés where you will be able to sip on Sud de France Languedoc-Roussillon wines. Wine tastings will also be happening in favorite wine shops, led by an informed team of ambassadors. Throughout the festival, revelers and participants at educational events will be encouraged to dive into the Mediterranean with free wine classes to learn about the region's terroir while taking part in creative, interactive activities during seminars. They will also have the opportunity to win prizes, such as 50 dinners for two at any participating restaurant, or paniers garnis (gourmet gift baskets) stocked with fine foods and wines of the region, extending enjoyment beyond the festival.

A seemingly endless series of events including concerts, rooftop parties, a dinner at the James Beard Foundation featuring a chef brought directly from the Languedoc-Roussillon, educational events, and much, much more, allows enthusiasts to soak in as many Mediterranean rays as possible.

At the end of June, many of New York's most accomplished sommeliers will be tested on their knowledge of the Languedoc-Roussillon as they compete in our annual contest, powered by the American Sommelier Association, to select this year's Sud de France Festival Sommelier.

The unique conditions of the Languedoc-Roussillon region are perfect for producing some of the world's most diverse collection of wines, including superlative reds, whites, rosés, sparkling and sweet wines. Moreover, it creates the greatest amount of organic wine anywhere. The diversity of its terroirs, and the fact that the wines are available at a fraction of the price of those of similar quality from other renowned regions make Sud de France wines the wine specialists' best tip.

For information on the wines and cuisine of Languedoc-Roussillon, go to:

www.sud-de-france.com/en

Complete information on the Sud de France Festival, including promotions and participating venues, dates, locations for cooking and pairing demonstrations, will be available from May 20th, 2011 on :

www.festival-suddefrance.com/ny

