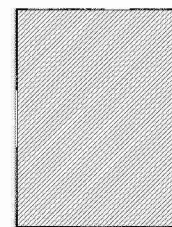




The *Gourmet*
Experience
Food · Luxury · Lifestyle





TASTING PANEL PROMOTION



For years, gourmet enthusiasts have attempted to gain access to industry-only events such as the Fancy Food Show, the Western Foodservice & Hospitality Expo and the International Home & Housewares Show to no avail. These consumer advocates and influencers have been craving an opportunity to see, taste, and experience what has typically only been available to the buying trade, until now.

The **Gourmet Experience** launches this October as a brand-to-consumer tradeshow in the food, luxury, and lifestyle category. **The Gourmet Experience** brings together some of the best brands across a number of luxury industries, including gourmet foods, home and outdoor entertainment, kitchen equipment, and epicurean travel—all with a focus of showcasing products to consumer influencers.

Over two action-packed days, **Gourmet Experience** attendees have the opportunity to taste and review from amongst the newest gourmet foods; test-out the latest in home and outdoor entertainment products; find out how to plan a fabulous dinner party; learn new trends in casual and fine china, flatware and crystal; discover new destinations, resorts and hotels catering to their refined tastes; sip on a selection of fine wines, spirits, and craft beers; explore large appliance purchases and kitchen remodeling options; and much more.

"**The Gourmet Experience** is the first of its kind when it comes to gourmet lifestyle shows," said Michelle Metter, producer of the **The Gourmet Experience**. "It creates synergy between a diverse collection of industries in the luxury market. This allows brands to showcase their products and receive immediate feedback direct from consumers—something brands and enthusiasts have been demanding for awhile."

The push for direct brand-to-consumer interaction is heightened by the digital age, where online communication gives power to the consumer voice. Social media outlets like blogs, Twitter, Facebook and Yelp help amplify the opinions of consumers by supplying them with an audience, which ultimately has the power to make or break a brand.

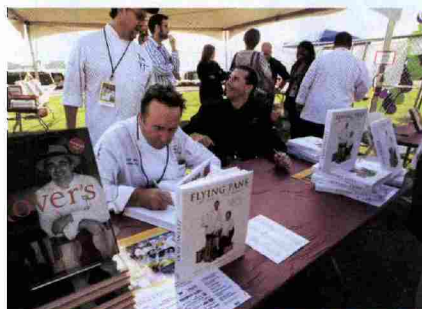
In addition to this instant response, brands at **The Gourmet Experience** tap into a network of foodie and gourmet bloggers that comprise a key component of the audience. They are early-adopters who enjoy trying and reviewing new products for their blogs and readers. **The Gourmet Experience** brings together today's newest gourmet foods and latest kitchen gadgets, giving bloggers ample material to relay back to their audience.

"**The Gourmet Experience** is not your everyday expo," said Metter, "it's a fun and interactive playground where we encourage attendees to get involved in the experience."

For the first time, fans will have the opportunity to learn cooking techniques and secrets of the trade straight from their favorite celebrity chefs in San Diego. "The Gourmet in Action Stage" sets the scene for live cooking demonstrations that will feature the amazing talents of chefs such as former Top Chef, Chef Brian Malarkey of Searsucker, and Chef Bernard Guillas, Executive Chef of The Marine Room and co-author of the cookbook, *Flying Pans - Two Chefs, One World*.

Attendees will also have the chance to test out some of the most innovative kitchen equipment and gadgets in the market today. Companies such as mypressi find value in bringing

October 9-10, 2010
 Del Mar Fairgrounds,
 California



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Wine tasting elevates itself to a whole new level with **Riedel Crystal** wine glasses. With Riedel, it's more than a wine glass, it's a precision tool that preserves and harmonizes the flavor characteristics of fine wines. A Riedel tasting highlights the importance of shape and form, and directly impacts the wine enthusiast's appreciation of wines.

"The finest glasses for both technical and hedonistic purposes are those made by Riedel. The effect of these glasses on fine wine is profound. I cannot emphasize enough what a difference they make."
 —Robert M. Parker, Jr., *The Wine Advocate*

For more information on Riedel, visit: www.riedel.com
For California Riedel sales, visit: www.debbiedouglasdesigns.com



their product to **The Gourmet Experience**. The company will showcase the mypressi TWIST, the first handheld coffee and espresso shot maker.

"**The Gourmet Experience** provides the perfect setting for us to demonstrate our revolutionary espresso maker to a brand new audience. We can't wait to introduce San Diegans to the amazing espresso beverages and coffee-inspired cocktails they'll be able to make with the award-winning mypressi TWIST," said Najma Khan O'Brien, co-founder of mypressi.

Other companies, such as Ergo Chef, profit from the ability to communicate their message to a niche market. Ergo products were designed with a specific consumer in mind—one that would benefit from their line of ergonomic cutlery, which helps prevent and relieve symptoms of tendonitis and carpal tunnel. **The Gourmet Experience** assists companies like Ergo Chef by connecting them to the right buyers. Additionally, buyers benefit from the exchange because it provides them with the necessary goods to feed the demands of professionals in a thriving industry.

With upwards of 10,000 consumers, bloggers, media, and members of the trade attending this year's inaugural event, exhibitors have the unique chance to deliver their message to an audience full of dedicated gourmands, all in the course of one weekend. Companies like refine Cocktail Mixers utilize **The Gourmet Experience** as part of their brand launch strategy. By providing companies with an interactive environment to market their products to a host of new consumers, **The Gourmet Experience** is able to limit some of the risks brands often face when launching a new product.

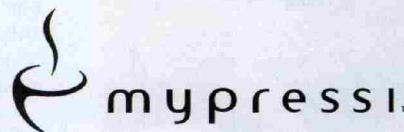
The inspiration to include consumers in the mix wasn't a particularly revolutionary idea, Metter admits. "It's the consumer who makes a brand what it is," says Metter. "We simply took what the other tradeshowers were missing, added it to the equation and **The Gourmet Experience** was born."



The **mypressi TWIST** is the first ever handheld coffee and espresso shot maker. The TWIST's compact size and portability make it perfect for the home, office and everywhere in between. It's quick and easy to use, and makes deliciously smooth espresso with perfect crema time after time.

The crew from mypressi will be at The Gourmet Experience demonstrating how to make delicious coffee and espresso beverages. Stop by and take advantage of their special show discount.

For more information on mypressi TWIST, visit: www.mypressi.com



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For more information about The Gourmet Experience, to register as trade, or to reserve your booth, visit www.thegourmetexpo.com or contact a representative at 858-578-9463.



All Natural.
Zero Calories.
Healthier Cocktails.

www.refinemixers.com

refine is the leader in the conscious cocktail movement, providing a guilt-free solution for the health-conscious imbibers as the first line of all-natural, zero-calorie, sugar-free cocktail mixers. refine uses only the highest quality of ingredients, such as all-natural stevia to sweeten the mixer, and is free of high-fructose corn syrup, artificial ingredients and preservatives, without compromising on taste.

By offering three make-your-mouth-water flavors, imbibers can enjoy a healthy-twist on today's most popular cocktails with their Margarita, Mojito, and Cosmopolitan mixers.

refine Blueberry Mojito

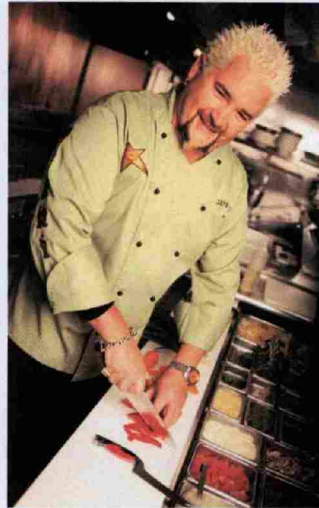
- ¼ cup muddled blueberries
 - 1 part rum
 - 1 part club soda
 - 2 parts refine™ Mojito Mix
- Try a variation using any fruit, such as watermelon, raspberry, strawberry, etc.

For more information on refine Mixers, visit: www.refinemixers.com



Trumer Pils brings a piece of old-world tradition to the States with "the World's Best German-Style Pilsner." When the Trumer Brauerei Berkeley opened their doors in 2004, they worked hard to perfectly preserve the brewing process of their 400-year-old sister brewery in Salzburg, Austria. They've combined the heritage and tradition of their European roots with the excellence and passion of American craft brewing. The result is a fine-crafted and refreshing TRU European Pilsner brewed fresh from Berkeley, California.

For more information on Trumer Pils, visit: www.trumer-international.com



Ergo Chef is revolutionizing the culinary industry with ergonomic cutlery that matches user comfort with the highest quality craftsmanship. Their ergonomic collection of knives boast balance, comfort, and high carbon steel precision-ground blades. The company offers a wide range of professional-grade knives in their premier Pro-Series line and their celebrity-endorsed Guy Fieri Knuckle Sandwich Series.

For more information on Ergo Chef, visit: www.ergochef.com

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