

FOR IMMEDIATE RELEASE

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SEASIDE HOSTS 19TH ANNUAL SEEING RED WINE FESTIVAL

Partners with Taste of THE Beach to include a Weekend of Special Events

Seaside, Fla. – (Aug., 2009) Seaside is “seeing red” ... again. The coastal holiday town, located on the Northwest Florida Gulf Coast, will host the 19th annual Seeing Red Wine Festival Nov. 5-8, 2009 throughout the community. The four-day festival will include special vintner dinners, al fresco wine tastings, a sparkling wine brunch, live music and a wine retail sales tent.

Seaside will partner with THE Beach on both the Friday and Saturday events for the second year in a row. “The Seeing Red Wine Festival has been one of this area's leading culinary events for many years,” says Seaside general manager Pam Avera. “Our partnership with Taste of THE Beach will allow us to continue to refine what has worked so successfully in past events while also enhancing Seeing Red with their expertise.” THE Beach is a coastal coalition recently formed to collectively market the Gulf Coast as one destination. For more information on Taste of THE Beach, visit them online at: TasteoftheBeachFLA.com.

The Seeing Red Wine Festival will begin on Thursday, Nov. 5 at 7 p.m. with a **Vintner Dinner** at Seaside’s signature restaurant Bud & Alley’s. Walter Shug of Shug Winery in California will be the guest winemaker and will offer a unique pairing of wines, with assistance from Opici Wine Company, to accompany a wonderful menu from Chef Ed Reese. Seating is limited. For reservations, call (850) 231-5900. The price for the wine dinner is \$125 per person.

On Friday, Nov. 6 from 6 to 8 p.m. Seaside will host its popular **Al Fresco Reserve Wine Tasting** in Ruskin Place. Enjoy an elegant evening for wine enthusiasts where all will enjoy superb hors d’oeuvres prepared by Chef Jim Shirley of Great Southern Café. Whether a passionate enthusiast or eager beginner, guests will taste highly allocated and reserve wines. The Guffman Trio will fill the open air with Latin Jazz while attendees learn first hand about the special characteristics that geography bestows upon particular varieties, varietal compositions, as well as food pairings. Admission is \$145 per adult and tickets are limited. Call 866-976-7990, or e-mail info@cottagerentalagency.com.

Saturday, Nov. 7 from 1 to 5 p.m. Seaside hosts the **Seeing Red Wine Festival Grand Tasting** throughout the town. All afternoon wine lovers can sample an extensive variety of domestic and international wines from Southern Wine & Spirits, all while listening to live music, strolling through scenic Seaside and feasting on cuisine from notable chefs. In addition, sample chocolates, cheeses and savory fare from the new culinary pavilion which will be located in the heart of Central Square. The retail sales tent in Seaside will be fully stocked with wines featured at the event. Admission is \$120 per person. To reserve tickets call 866-976-7990 or e-mail info@cottagerentalagency.com.

The event concludes on Sunday, Nov. 8 with the grand finale, **A Celebration of Bubbles** hosted by Great Southern Café beginning at 11am. Sparkling wines from around the world will be accompanied by great music and perfectly paired fare. Tickets are \$25 and seating is limited. For reservations call (850) 231-7327 or visit TheGreatSouthernCafe.com.

Make a weekend of it with a Seeing Red Weekend travel package. Reserve a cottage in Seaside and receive complimentary Seeing Red Wine Festival tickets as part of your package. For more information call 866-976-7990 or visit CottageRentalAgency.com.

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ABOUT SEASIDE

The Town of Seaside is a gulf front community located on Scenic Highway 30A between Destin and Panama City Beach, Florida. Founded in 1981, this renowned New Urbanist town is the flagship cultural center of The Beaches of South Walton. Seaside has over 400 homes and cottage rentals, and more than 50 specialty retail shops and restaurants. Seaside's thriving town center includes civic, cultural and educational institutions; a public charter school, an inter-faith chapel, a repertory theater and The Seaside Institute. Parks and a swim and tennis club provide year-round recreation. The Seaside Amphitheater provides a wonderful venue for recreation and hosts numerous events throughout the calendar year.

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