

WORLD OF PINOT NOIR

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WORLD OF PINOT NOIR ANNOUNCES EVENTS FOR 2012

TICKETS GO ON SALE THIS WEEK AT: www.wopn.com

THE 12TH ANNUAL WORLD OF PINOT NOIR FRIDAY, MARCH 2ND AND SATURDAY, MARCH 3RD, 2012

Shell Beach, Ca. - The Twelfth Annual World of Pinot Noir, taking place March 2nd and 3rd, 2012 includes two days of Grand Tastings with more than 180 winery participants at the *Cliffs Resort* in Shell Beach, CA. Complementing the Grand Tastings will be a premier lineup of events showcasing the finest chefs and settings located throughout the Central Coast.

“The goal of WOPN is to bring Pinot Noir producers from the most exceptional and unique regions in the world together with Pinot Noir enthusiasts for a weekend of celebration and education,” says Karen Steinwachs, the President of the World of Pinot Noir. “The setting is idyllic at the edge of California's Central Coast.”

The Grand Tasting events feature international and domestic producers of Pinot Noir who will be pouring a sampling of their wines in a gorgeous setting overlooking the Pacific Ocean. The wines will be accompanied by appetizers from local producers as well as the always popular cheese display and tasting by the *Cheese Shop of Carmel*.

Author and Pinot Noir expert John Haeger will welcome World of Pinot Noir guests with a special preface to this year's wine seminars: an informal conversation about the role of Pinot Noir in sparkling wines made on both sides of the Atlantic. Participants will be able to taste a glass of Sea Smoke's inaugural vintage (2008) of Sea Spray, an estate grown blanc de noirs sparkling wine.

New this year is the Vintage Burgundy Dinner being held at *Dolphin Bay Resort* on Friday evening. The cuisine will be prepared in collaboration by Chef Mark Peel of the renowned *Campanile Restaurant*, and Chef Brian Collins of *Lido Restaurant*. The Court of Master Sommeliers President, Fred Dame, will host and pour a selection of vintage and rare wines from the Court's cellar.

Our area's most revered Chefs will prepare a fresh, seasonal, local cuisine that will seduce the palate of Pinot Noir lovers at the inaugural Seaside Fête. The Seaside Fête will take place on the beach and under the stars at the *Avila Beach Golf Resort* also on Friday evening. More than 30 host wineries will be pouring for 150 guests nestled next to the ocean against the warmth of a beach bonfire, and the sounds of a live band. The Seaside Fête is an evening that will be one to be remembered.

A returning WOPN event is the Saturday night Dine Around at local Central Coast restaurants. Each Chef will prepare a cuisine that pairs flawlessly with Pinot Noir. Each restaurant will host 4 wineries that will present and pour during a course for the dinner. These Intimate Pinot Noir dinners are planned at *The Cass House*, *The Neon Carrot*, *Novo*, *Et Voilà!*, and *Ventana Grill*.

This year marks the debut of the Pinot Adventure Camp! On Saturday morning guests will embark their choice of outdoor adventures. Our first adventure has 6 winemakers each leading a foursome of golfers through 18 holes at the challenging yet serene Avila Beach Golf Resort. Chef Kevin Woods hosts the golfers for lunch at *Mulligan's Bar & Grill*. Kayaking in Morro Bay and hiking Estero Bluffs north of Cayucos with winemakers are two more adventures led by Central Coast Outdoors. Following these adventures guests will sit down to a Pinot Noir lunch prepared by Neil Smith at Windows on the Water with wines from our winery participants.

Continuing the World of Pinot Noir's exploration of current topics in the wine press, our group of panelists and moderators tackle two topics on Friday: 1) *Natural Winemaking – Highest Respect or Neglect?*, and 2.) *Technique vs. Terroir*.

Burgundy authority Allen Meadows will conduct a primer on the history, grapes, soils, and geography of Burgundy on Saturday morning. The session will feature a tasting of wines representing the terroir of villages in Côte de Beaune, and in the Côte de Nuits. This is a great opportunity for those who would like to begin their education on the wines of Burgundy, or for those who would like to deepen their understanding.

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