

Napa Valley Mustard Festival

NEWS

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NAPA VALLEY MUSTARD FESTIVAL 2004 A SEASON OF SENSATIONAL WINE COUNTRY EVENTS

Napa Valley, CA ~ Celebrate the rich, unique agricultural and cultural bounty of Napa Valley during the 11th Annual Napa Valley Mustard Festival, January 31 through March 27, 2004. Fields, vineyards, and hillsides vibrant with wild mustard in bloom provide a breathtaking backdrop for this Season of Sensational Wine Country events.

Indulge in a full palette of food, wine, art, entertainment and cultural activities staged throughout the world famous grape-growing region where mustard, the condiment, shares center stage with mustard in bloom. Each of the events on the Mustard Season calendar provides an exquisite adventure through this hospitable land of food and wine.

NAPA VALLEY MUSTARD FESTIVAL EVENTS

Mustard Magic ~ the Grand Opening Event

Indulge in fantasy at **Mustard Magic**, the Festival's opulent grand opening event, on Saturday, January 31 at The Culinary Institute of America at Greystone in St. Helena. Mustard Magic's French themed splendor promises an evening *magnifique*, considered by many to be Napa Valley's most creative, extravagant gathering of the year. Host Chef Michael Reardon, Executive Chef, Tra Vigne; Host Winemaker Ludovic Dervin, Winemaker, Mumm Napa, and Host Artist Ira Yeager will be present to greet you.

The Culinary Institute of America's three-story atrium, enormous barrel room, inspired teaching kitchens and intimate museum, all housed in the magnificent stone building that was once home to Christian Brothers Winery, set the stage for magic, surprises and music. Step into *The World of Ira Yeager* as *Le Sommelier de la Moutarde* comes to life to welcome you. Stroll through art filled candlelit spaces, enjoy sumptuous offerings of food and wine presented by Napa Valley chefs and winemakers, and take a turn on the Barrel Room dance floor to Cajun inspired music by Tee Fee. Step across Monet's famed green bridge as ballerinas unfold like water lilies to dance on the mezzanine. Take a seat in Van Gogh's *Café Terrace at Night*, and tap your toes to traditional French music along with Renoir's *Luncheon of the Boating Party*.

Savor marvelous morsels throughout the event, and save room for the gourmet buffet presented by Culinary Institute of America chefs in the famed teaching kitchen on the third floor. Just across the landing and around the staircase where trapeze artists perform in mid-air, you'll discover the most fantastic scene of all: the *soirée's* Live and Silent Auctions, set amid the opulence of Versailles. This 'event within the event' attracts

bidders who compete to win exotic trips, unusual Wine Country adventures and getaways, winemaker dinners, wine lots, art, and more. Attend the auction - first-come, first-served for tables centered in front of the stage - and enjoy the finest wines in the house as you raise your paddle to win the bid. Admission to Mustard Magic is \$95 per person by January 6, \$125 thereafter, and \$150 at the door.

Grand Dîner à Domaine Chandon avec l'Artiste de Moutard

An intimate and elegant evening extraordinaire, **Grand Dîner à Domaine Chandon avec l'Artiste de Moutard** honors 2004 Napa Valley Mustard Festival poster artist Ira Yeager. A memorable seven-course feast presented by seven culinary luminaries and seven winemakers is slated for Friday, February 20 at Domaine Chandon in Yountville.

The line-up of noted Napa Valley chefs includes winners of the 2003 Napa Valley Mustard Festival Mustard Recipe Competition: Executive Chef Peter Halikas of Dean & DeLuca, Executive Chef Kelly Macdonald of the Napa Valley Wine Train, and La Toque Owner/Executive Chef Ken Frank. Live music, Domaine Chandon sparkling wine, a silent auction of Napa Valley Vintages and Excursions, and hors d'oeuvres prepared by noted regional chefs will precede the lavish seated dinner.

Each chef will prepare and present an extravagant course, paired with wine presented by Napa Valley winemakers. Domaine Chandon sparkling and still wines and Beaulieu Vineyards George de Latour are among the world-class vintages whose winemakers will present their favorites.

This exclusive special occasion for lovers of fine foods and wines begins at 6 p.m.; seating is limited to 125 guests at \$175 per person. Last year's event was sold out well in advance; call 707.944.1133 to make reservations.

The Awards

Meet world champion mustard makers and taste original mustard recipes by Napa Valley chefs at **The Awards ~ The World-Wide Mustard Competition Awards Ceremony, Chef of the Year & Rising Star Chef Mustard Recipe Competitions** on Friday, March 12, 7 p.m. at COPIA: The American Center for Wine, Food & the Arts, in Napa. Enjoy live music, merriment, and tastes of award winning mustard, along with mustard dishes and Napa Valley vintages.

A panel of esteemed food journalists will judge the Mustard Recipe Competitions in a blind tasting session. When the doors are opened to the public, vote for your favorite mustard recipe presentations and select the "People's Choice" Mustard Festival Chef of the Year. In 2003, Dean & DeLuca Executive Chef Peter Halika won the critics' choice Executive Chef Award; Michael Thurman, Line Chef at St. Helena's Martini House, won the Rising Star Chef Award; and Kelly Macdonald, Executive Chef on the Napa Valley Wine Train, won the People's Choice Chef Award. (The World-Wide Mustard Competition's final round of judging, coordinated by Barry Levenson, curator of the Mount Horeb Mustard Museum in Mount Horeb, Wisconsin, takes place in February.) Tickets are \$100 per person in advance before February 6; \$125 at the door.

The Marketplace ~ The Signature Event

Celebrate the mustard season and taste mustards from around the world at **The Marketplace**, the Napa Valley Mustard Festival's Signature Event, on Saturday and Sunday, March 13 and 14, 11 a.m. to 5 p.m., at COPIA: The American Center for Wine, Food & the Arts, in Napa. Mustards and an array of gourmet products will be showcased alongside sensational Wine Country cuisine, world famous wines, hearty craft brews, and fine arts and crafts. Explore the best of Napa Valley at The Marketplace during the most beautiful time of year in the Wine Country, when the brilliant gold of mustard in bloom carpets hillsides, valleys and vineyards.

The rain or shine event features food, wine, and art exhibits from throughout Napa Valley. Highlights include fine art and exquisite crafts in expansive tented pavilions; celebrity chef cooking demonstrations presented by Viking Stoves; stages featuring jazz, rhythm and blues, and classical music; a *Sunset Magazine* pavilion, *Fine Cooking Magazine* presentations, and a KGO Newstalk AM 810 live remote broadcast of *Dining Around with Gene Burns*. Activities for children include a hands-on art project area for children presented by the Arts Council of Napa Valley.

If the sun is shining, you're in for a brilliant experience; if it rains, one of the coziest weekends of the year. Advance Admission Package at \$30 per person includes event admission and tasting package (eight food tasting tickets, six wine tasting tickets, tasting plate and wine glass). Additional tasting tickets will be available for \$1 each. The Admission & Tasting Package will be available for \$35 at the door. Admission Only will be \$20 per person, with children age 6 to 12 admitted for \$5; children under 6 will be admitted free. Tickets are available in advance by phone, mail, or email order, and at the box office during event hours. Park and shuttle free from downtown Napa to the event in specially marked City of Napa buses.

Smothers European Mercedes-Benz Napa Valley Mustard Festival Golf Benefit

Play golf on the lush greens of Silverado, host of the **Smothers European Mercedes-Benz Napa Valley Mustard Festival Golf Benefit**, on Friday, March 26. Registration with continental breakfast begins at 6:45 a.m. Shotgun start begins at 7:30 a.m. The fee of \$175 per player includes eighteen holes of golf with cart, continental breakfast, luncheon, and awards presentation. Tee Sign sponsorships are available for \$500. The two person better-ball tournament, with gross and net divisions, will be played on the club's popular South Course. Net division players must have an established handicap. A hole-in-one event sponsored by Smothers European, an authorized Mercedes-Benz dealer, will give players the opportunity to win a 2004 Mercedes-Benz SLK 230 Kompressor. The player who accomplishes the longest drive will win a case of Mumm Napa Brut Prestige.

The Mumm Napa Photo Finish

View the season's beauty captured by photographers from far and wide at **The Mumm Napa Photo Finish**, the inevitably "sold out" and wildly exuberant Napa Valley Mustard Festival Grand Finale Event, to be held at Mumm Napa in Rutherford on Saturday, March 27 at 7 p.m. Sample delectable offerings of hors d'oeuvres, desserts, and wine. Enjoy jazz and classical music throughout the winery and gather in the gallery to compare and contrast, compliment, and thoroughly enjoy the multitude of entries in the ever-popular photography

contest. Photographs elicit smiles, peals of laughter, a few groans, and in general, a great deal of admiration. Take home a framed photograph to keep glorious visions of brilliant green and gold alive until Mustard Season 2005.

Revel in the party until the last dance on the dance floor under a festive tent adjacent to the winery tasting room. The Mumm Napa Photo Finish is a night of awards and prize giveaways, a truly glittering wrap-up for Napa Valley's golden season. Tickets are \$75 per person in advance; \$95 per person at the door.

For further information about Napa Valley Mustard Festival events call 707.259.9020, visit the Festival website at www.mustardfestival.org, email info@mustardfestival.org, or call Summers-McCann, Inc. Public Relations, event producer, at 707.938.1133.

MUSTARD SEASON ART, MUSIC, TASTING & COMMUNITY EVENTS

A Weekend of Fine Art

On Saturday and Sunday, February 7 and 8, galleries throughout the Napa Valley will host special receptions and exhibits during A Weekend of Fine Art. There is no charge to attend at most locations. Meet the artists and add to your collection of fine art. For more information call the Napa Valley Museum at 707.944.0500.

During A Weekend of Fine Art, be sure to visit Kirkland Ranch Winery in Napa to see 2004 Napa Valley Mustard Festival Visual Art Competition Exhibit juried entries. The winery will host a wine and hors d'oeuvre **Artists' Reception** for juried artists and the public on Sunday, February 8, from 3 p.m. to 5 p.m. Kirkland Ranch Winery will host the Exhibit from February 3 through April 2. For more information call 707.938.1133.

Savor St. Helena

Sample sweets, savories, and local vintages from St. Helena restaurants and wineries of renown when Savor St. Helena, the St. Helena Chamber of Commerce's annual Mustard Festival event, returns to downtown St. Helena on Saturday, February 28 from 11 a.m. to 2 p.m. Sample food and wine from the cream of the crop for a mere \$20. An added bonus to savor includes the 10% discount given by many downtown St. Helena merchants to Savor St. Helena attendees who present their wine tasting glass or ticket for verification (available only at the event). Savor St. Helena is held on Hunt Street, just off Main Street in downtown St. Helena, and is sponsored by Millstone Coffee, Napa Valley Party Services, and the St. Helena Chamber of Commerce. Tickets are only available on site on a first-come, first-served basis. This event sells out early each year, so don't be late! For more information, contact the St. Helena Chamber of Commerce at 707.963.4456.

Cravings Creations

Taste an array of mustards and gourmet products at Cravings Creations at Vintage 1870 in Yountville on Saturday, February 21, 11 a.m. to 4 p.m. This popular annual event is a great place to launch a wonderful weekend of romantic Napa Valley adventures. For more information call Cravings (Vintage 1870's gourmet marketplace) at 707.944.8100.

Dean & DeLuca Mustard Festival Tasting of Gold Medal Winners

Taste the Napa Valley Mustard Festival's 2004 World Wide Mustard Competition Gold Medal award-winning mustards on Saturday, March 6 at Dean & DeLuca in St. Helena. Peruse the country's finest selection of gourmet foods and California wines, housewares, culinary gadgets, and much more at the St. Helena store - the only Dean & DeLuca location on the West Coast. For more information call 707.967.9980 or visit the website at www.dean-deluca.com.

Calistoga Jazz Festival ~ Mud, Music & Mustard

The quaint town of Calistoga will bop to the beat when the Calistoga Jazz Festival reprises on Saturday, March 6 from 11 a.m. to 4 p.m. Enjoy live jazz by cool cats and crazy combos in a variety of venues as you stroll through galleries and shops and dine at local pubs and restaurants. Take time to slip into a mud bath at one of Calistoga's world famous spas. For more information call the Calistoga Chamber of Commerce at 707.942.6333.

The Volunteer Center of Napa Valley's 30th Anniversary Masquerade Ball

Come frolic in the beautiful Napa Valley and plan to join the Volunteer Center of Napa Valley for the 30th Anniversary Masquerade Ball on Saturday, March 13, 2004 at V. Sattui Winery. Cocktails and merriment begin at 6:30 p.m. with dinner, live and silent auction and dancing to follow. Black tie optional - or wear a costume! Prizes will be awarded for the best mask or costume. For more information call the Volunteer Center of Napa Valley at 707.252.6222.

A Taste of Yountville

If you're in the gourmet "know," you've most likely heard of Yountville, the tiny Wine Country hamlet filled with and surrounded by famous chefs and winemakers. With more gourmet restaurants and premium wineries than any other town of comparable size, Yountville will flaunt its "gourmet roots" on Saturday, March 20, from 11 a.m. to 5 p.m. A Taste of Yountville, an all Yountville showcase, will feature traditional samplings of gourmet restaurant fare, olive oils, vinegars, mustards, fine wines, and micro-brews. Tasting tickets will be sold on site. Live entertainment will filter throughout Yountville's downtown area. For more information call the Yountville Chamber of Commerce at 707.944.0940.

NAPA VALLEY WINE TRAIN ~ MUSTARD SEASON EVENTS

Sweetheart Serenade
February 13, 14 & 15

Murder on the Wine Train Express
February 6 & 20; March 5 & 19

Appellation Dinner Series
February 22 & March 21

Sunday Concert Dinner Series
February 22 & March 21

Kids Ride Free Family Fun Night
February 27; March 12 & 26

Vista Dome Vintner's Luncheon
February 13, 20, 27; March 5, 12, 19, 26

For more information, call 800.427.4124 or visit the website at www.winetrain.com.

NAPA VALLEY MUSTARD FESTIVAL COMPETITIONS & EXHIBITS

Visual Art Competition, Auction & Exhibit Deadline for Entries: Friday, January 9

Artists from throughout Northern and Central California are invited to enter traditional, contemporary, impressionist, and abstract flat and three dimensional works of art in the eleventh annual Napa Valley Mustard Festival Visual Art Competition. The deadline for entries is Friday, January 9. Prize money totaling \$3,500 will be awarded. Entries juried into the show will be exhibited and offered for silent auction at Mustard Magic, the Napa Valley Mustard Festival's grand opening event at The Culinary Institute of America at Greystone on Saturday, January 31, at 7 p.m. The Art Competition Exhibit will be presented at Kirkland Ranch Winery in Napa, February 3 through April 2. An Artist's Reception will be held at the winery during A Weekend of Fine Art on Sunday, February 8, from 3 p.m. to 5 p.m.

World-Wide Mustard Competition Deadline for Entries: Friday, January 16

The Napa Valley Mustard Festival presents the eighth annual World-Wide Mustard Competition in 2004. The deadline for entries is January 16, 2004. There are 15 categories from Sweet-Hot to Classic Dijon. The competition is overseen by Barry Levenson, curator of the Mount Horeb Mustard Museum in Mount Horeb, Wisconsin. Winners will be notified in February. Medals for first, second, and third place in each category will be presented at The Awards on Friday, March 12 at 7 p.m. at COPIA: The American Center for Wine, Food & the Arts in Napa, California. In 2003, 297 mustards from seven countries entered the competition; Smith & Riley's Sweet-Hot Mustard was pronounced the 2003 Grand Champion.

Photography Contest & Exhibit Deadline for Entries: Saturday, March 20

The Napa Valley Mustard Festival Photography Contest, now in its eleventh year, remains one of the most successful elements of the Napa Valley Mustard Festival since its inception. Professional and amateur photographers enter more than 300 photographs depicting glorious scenes of Napa Valley's mustard in bloom each year. Winning entries have appeared in hundreds of publications throughout the world, promoting the brilliance and beauty of Napa Valley's mustard season. Prize money totaling \$5,250 is awarded annually. The deadline for entries is Saturday, March 20.

For information, entry forms and guidelines for competitions, call Summers-McCann, Inc. Public Relations, Napa Valley Mustard Festival Producer, at 707.938.1133 or visit the Festival website at www.mustardfestival.org.

NAPA VALLEY MUSTARD FESTIVAL PURPOSE & SPONSORSHIP

The 11th annual Napa Valley Mustard Festival is presented by American Airlines, KGO Newstalk AM 810, ABC 7, the *San Francisco Chronicle*, and *Sunset Magazine*. Mustard Season events provide unique opportunities to experience the beauty of Napa Valley's golden season. Sample superb culinary fare and sumptuous wines; experience luxurious sojourns in historic Wine Country communities; and attend exciting events from casual to black tie.

The Festival's growing sponsorship list includes:

Beaverton Foods	FRENCH'S® Mustard	<i>Wine Business Monthly</i>
Beaulieu Vineyards	Grey Poupon	<i>Wine Country Living</i>
Diablo Publications:	Harvest Inn	<i>Wine X Magazine</i>
<i>Concierge North Bay</i>	Morehouse Mustard	Viking Range/
<i>Diablo Magazine</i>	Mumm Napa	The Gene Schick Company
<i>The Vine</i>	<i>Napa Valley Life</i>	Vintage Estate:
Domaine Chandon	Napa Valley Wine Train	Villagio Inn & Spa
Embassy Suites® Napa Valley	SBC Pacific Bell Directory	Vintage 1870
FIJI® Natural Artesian Water	Sterling Vineyards	Vintage Inn
<i>Fine Cooking Magazine</i>	winecountry.com	

The Napa Valley Mustard Festival is a non-profit community service organization. Proceeds from the season of events enable the communities of Napa Valley to maintain visitor revenues throughout the year; ensure consistent employment opportunities; encourage the development of artistic and cultural endeavors in Napa Valley; and support the fundraising efforts of non-profit art, historical, and educational organizations.

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CONTACT: Tannia Summers • Summers-McCann Inc. Public Relations
707.938.1133 X 104 • tannia@summers-mccann.com