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**LOVERS OF WINE, FOOD, SPIRITS AND THE ARTS
HAVE A PLACE TO PARTY THIS MARCH**

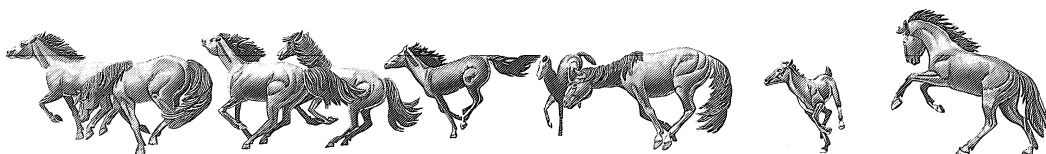
Savor Dallas adds new events throughout North Texas for its 8th annual festival

IRVING, Texas (March 7, 2012) – Join [Savor Dallas](#) on March 29 – 31, for its 8th annual “celebration of wine, food, spirits and the arts,” this year treading beyond downtown Dallas and adding new events in [Irving](#) at the [Irving Convention Center at Las Colinas](#) and in the [Dallas Bishop Arts District](#).

Reigning as the largest food and wine event in Texas, Savor Dallas features cuisine from more than 60 of the area’s top chefs, and more than 400 premium wines, spirits and beers throughout the weekend events.

“We are excited to see Savor Dallas grow from its downtown Dallas base to include new events in Bishop Arts and Irving-Las Colinas,” said Jim White, Savor Dallas co-founder, along with his wife Vicki Briley-White. “We’ve added a cool concert at the [Kessler Theater](#), and created some great cooking and tasting opportunities that will benefit local food and wine groups like [Les Dames d’Escoffier](#).”

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A special pre-weekend wine glass tasting event kicks off the annual celebration on Thursday, March 29, at 6:30 p.m. at the Irving Convention Center at Las Colinas. Meet Maximilian Riedel, the CEO of [Riedel Crystal of America](#) and 11th generation of the Riedel glassmaking dynasty, as he demonstrates the relationship between the shape of a glass, and perception and enjoyment of wines. Event ticket price is \$79 plus tax, which includes a three-piece Vinum XL Red Wine Tasting Set. Each boxed set is limited in availability and contains one of each Vinum XL Cabernet Sauvignon, Pinot Noir and Syrah.

The popular "Arts District Wine Stroll" sets the stage for Savor's weekend events on Friday, March 30, from 5-7 p.m. Guests are invited to enjoy wine and food tastings at the [Dallas Museum of Art](#), the [Nasher Sculpture Center](#), the [Meyerson Symphony Center](#), and the [Winspear Opera House](#).

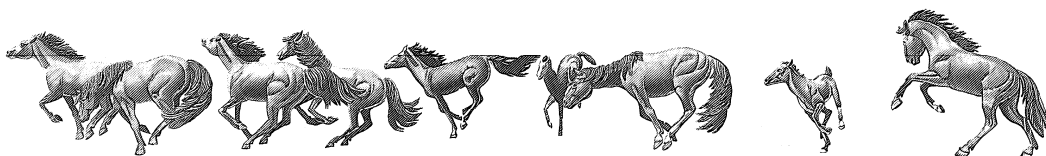
"Sips and Sounds" offers a casual after-party at the hottest new live music venue in Texas on Friday from 8 p.m. – 12 a.m. Located at the historic Kessler Theater in the Bishop Arts District, the event includes a concert by artist [Carrie Rodriguez](#), plus tasty bites from a host of Oak Cliff chefs and artisans and great "sips" from Ultimat Vodka, Stella Artois, Edna Valley and Apothic Wines, and FIJI Water.

Chefs and winemakers join forces to create a sizzling lunch and wine tasting at [Milestone Culinary Arts Center](#) in Uptown Dallas on Saturday, March 31, from 11:30 a.m. – 1:30 p.m. Led by host chef Sharon Van Meter from Milestone Culinary Arts, "Wine, Women and Lunch – Texas Style," benefits the Dallas Chapter of Les Dames d'Escoffier and features recipes from the award-winning "Cooking with Les Dames d'Escoffier."

Saturday afternoon wine panels launch with a wine and cheese pairing seminar at the [Rosewood Mansion on Turtle Creek](#) with the Mansion's Michael Flynn and Rich Rogers from [Scardello Artisan Cheese](#), benefiting the [Dallas/Fort Worth Chapter of the American Institute of Wine and Food](#). [Four Seasons Resort and Club at Las Colinas](#) hosts the Savor Dallas "Wine Panel," a second tasting seminar featuring attending winemakers of Savor Dallas, and moderated by Master Sommeliers James Tidwell and Drew Hendricks, benefiting the Texas Sommelier Association Education Fund.

Find the Saturday mainstays of Savor Dallas staged in a new location at the [Irving Convention Center at Las Colinas](#). The "Reserve Tasting" from 5 – 6:30 p.m., features ultra-premium wines and spirits, followed by the gourmet highlight of Savor Dallas weekend – the "International Grand Tasting" – offering a sampling of signature cuisine from more than 65 top Dallas/Fort Worth chefs, and hundreds of

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premium wines, spirits, and beers from 7 – 10 p.m. All proceeds from the fine-wine silent auction held during the International Grand Tasting are donated to the [North Texas Food Bank](#).

"We've made culinary quality and service a priority in the Irving Convention Center, and bringing Savor Dallas here gives us a tremendous opportunity to shine in an audience of 'foodies,' and let them see both this beautiful building, and our own capabilities from the center's in-house Savor culinary team," said Maura Allen Gast, executive director for the Irving Convention and Visitors Bureau.

Luxury accommodations from select Irving hotels are available for special rates during Savor Dallas weekend. Visit irvingtexas.com/savor2012 to view a full listing of participating hotels, and to enter the Savor Dallas weekend getaway sweepstakes, which includes weekend accommodations at the Four Seasons Resort and Club at Las Colinas, round-trip airfare for two to Dallas/Fort Worth, and tickets to Savor Dallas events and several arts attractions in Dallas/Fort Worth.

Ticket prices for the individual Savor Dallas events range from \$25 to \$125. Weekend passes are available at an overall cost saving. Parking via the Winspear Opera House Red Parking in the Arts District for the evening of Friday, March 30, is \$5 per car. Valet parking and \$8 self-parking per car is available at the Irving Convention Center parking garage on Saturday, March 31.

Savor Dallas is presented by Kroger. Special ticket prices are available at all Kroger locations throughout North Texas now through March 31. Premium sponsors for Savor Dallas include Stella Artois, Louis M. Martini Winery, MacMurray Ranch Winery, Bridlewood Estate Winery, Metroplex Cadillac Dealers, 10 Cane Rum, Terrazas de los Andes, Artizone.com, FIJI Water, Ultimat Vodka and American Airlines.

For a complete schedule and all details for individual events, including a list of all participants, and to purchase tickets, visit SavorDallas.com or call (888) 728-6747.

About Irving, Texas

Located immediately adjacent to Dallas/Fort Worth International Airport and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of six Fortune 500 companies. For more information, visit irvingtexas.com.

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