

For Immediate Release

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**Food, Wine and Culinary Fashion in Vogue at the Las Olas Festival
Presented by Premier Beverage Company**

Fort Lauderdale Restaurants Receive Culinary Awards For Excellence

Fort Lauderdale, FL -- May 2007 – Bon appetit to the Las Olas Wine and Food Festival presented by Premier Beverage Company that took place Thursday, May 10th, 2007 in downtown Fort Lauderdale on historic Las Olas Boulevard. The culinary event attracted many looking to spice up their lives, refresh their favorite restaurant list, rejuvenate their wine cellar and inspire their taste buds all in the name of charity.

Benefiting the American Lung Association of Florida's Asthma programs and research, the special evening literally stopped traffic, as Las Olas Boulevard was open to pedestrians only. VIP's kicked off the festival at 5:30 p.m. with a reception hosted by Wyndham Vacation Resorts featuring a complimentary assortment of international wines courtesy of Premier Beverage Company. A \$175 donation got patrons a delicious medley of hors d'oeuvres coupled with a variety of wine provided at the VIP Lounge located right on Las Olas Boulevard.

Premier Beverage Company poured select vintages from some of the most preeminent wineries throughout the world giving event goers a chance to pleasure their palettes with some of today's best wines. Bombay Sapphire had an amazing lounge where all festival guests sampled a variety of Bombay Sapphire specialty cocktails tailored with perfect pairings of fine cuisine.

The American Lung Association Florida wasn't the only winner that night as some of South Florida's most renowned restaurants were handed the culinary award of excellence in the area of "Best Food". Winners included:

1st Place Winner: Samba Room

2nd Place Winner: Caffe' Maxx

3rd Place Winner: Mancini's

Special recognition was also awarded in the following categories:

Best Newcomer: Hyatt Pier 66

Table Appearance: (TIE) Melting Pot & Shuck N Dive Cajun Café

Staff Friendliness: Ruth's Chris Steak House

Best Desert: We Take the Cake

Best Cookie: Really Good Cookies

Mouthwatering morsels were prepared to please every palate by restaurants such as 3030 Ocean, Café Maxx / East City Grill / Catering with Chef Oliver Saucy, Big City Tavern, Blue Martini, Cafe Bellino, Cafe Europa, Dave and Buster's – Hollywood, Galler, "The" Belgian Chocolate, GelatoDream- Ice Cream From Italy, Grill Room on Las Olas, Himmarshee Bar & Grille Restaurant, Indigo, Johnny V Restaurant & Lounge, Kilwins-Chocolates- Fudge-and-Ice Cream, Louie Louie Bistro, Mancini's, Mangos, Moe's Southwest Grill, Noodles Panini, Posh, Really Good Cookies, Rino's Tuscan Grill, Ruth's Chris Steak House, Samba Room, Shuck N Dive Cajun Café, Tara Steak and Lobster House, The Grape, Timpano Italian Chophouse, Starbucks, Trina Restaurant and Lounge, We Take The Cake, Wild East , The Glamour Grill at Solid God Ft. Lauderdale, Chima Steakhouse, Dream Dinners, Tommy's Las Olas, Hard Rock Café, Four Rivers Contemporary Thai Kitchen, Hyatt Pier 66, Cookies by Design, Bucky's Grill, Le Café de Paris, RJ Gator's Sea Grill & Bar, The Melting Pot, Jackson's Steakhouse, Fish - a restaurant, The Chef's Table, Caffe Blu, Chistina Wans, Bluepoint Ocean Grill, Whole Foods Market, Grandma's Ice Cream and French Café, Brewmasters, Fresh Beer Inc., Castellari Caffe International, & Stephen's Distributing.

"We were thrilled with the success of the festival," said Paula Ettline, Director of Development for the American Lung Association of Florida. "We had well over 55 restaurants and they did an unbelievable job showcasing their finest not to mention the over 100 different types of wine donated by Premier Beverage Company." "The culinary fashion walk added an and exciting dimension to the festival that allowed people to think outside the box, and it's always a pleasure to see what the talented fashion design students come up with."

Models were seen strutting their stuff on the boulevard compliments of the Art Institute of Fort Lauderdale Fashion Design Department and the Culinary Arts Department.

The 2008 tickets will go on sale beginning February 1st 2008. **Tickets are limited** so people are encouraged to purchase the tickets early www.lasolaswineandfood.com

Event Sponsors

Premier Beverage Co. is the title sponsor of the 2007 Las Olas Wine and Food Festival. Wyndham Vacation Resorts is the VIP Reception Host. Additional event sponsors include: Comerica, Memorial Healthcare System, The Las Olas Company, Home Fort Lauderdale Magazine, Citibank, The Art Institute Fort Lauderdale, *Las Olas Magazine*, *Go Riverwalk*, *Dine Magazine*, Las Olas Association, Motorola, Inc. Tangled Spider Design Group, *Southern Beverage Journal*, United States Sommelier Association, Crew 1 Promotions, SocialMiami.Com, & North Broward Hospital District, *Yellow Cab Magazine*, Classical Pilates Studio, and The Capital Grill.

About American Lung Association

Celebrating its 103rd year anniversary, the American Lung Association was founded in 1904 and is the oldest not-for-profit health agency in America. The American Lung Association of Florida, South Area serves three counties including Miami-Dade, Broward, and Monroe. Its mission is to prevent lung disease and promote lung health in South Florida through patient services, programs, public education and research. In

addition to helping people with asthma, American Lung Association strives to help those individuals suffering from lung cancer, emphysema, chronic bronchitis, TB, pneumonia, influenza, occupational lung problems, respiratory allergies, lung problems caused by air pollution and infant pulmonary disorders.

About Premier Beverage Co.

Premier Beverage Co. is one of the largest wholesale distributors of wine and spirits in Florida. The company sells and distributes to licensed retailers throughout the state from facilities in Jacksonville, Miramar, Orlando, Pensacola and Tampa. Premier Beverage Co. is part of The Charmer Sunbelt Group, one of the nation's leading distributors of fine wines, spirits, beers, bottled water and other non-alcoholic products. The company's vision is to be the distributor of choice for suppliers, customers, associates and communities. The Premier Beverage Co. Web site can be visited at www.premier-bev.com.