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FOR IMMEDIATE RELEASE

DeLaurenti Specialty Food and Wine Launches World Class Artisanal Cheese Festival in Pike Place Market

DeLaurenti's Seattle Cheese Festival Coming May 14 and 15, 2005

SEATTLE—December 28, 2004 – DeLaurenti Specialty Food and Wine is pioneering an artisanal cheese festival, DeLaurenti's Seattle Cheese Festival, in Pike Place Market on May 14 and 15, 2005. The festival is the first known of its kind on the West Coast.

The free public event will feature cheeses and cheese producers locally and from all over the world; exhibits which educate, sample and sell cheese and fine food; offer children's activities; and a wine garden to sample wine with cheese pairings. With a growing, savvy following of cheese lovers, this attraction draws on the culinary features in and around the Market, and the host hopes to make the festival an annual destination event.

"DeLaurenti has a long history of bringing great cheese to the people of Seattle and Pike Place Market visitors," said Pat McCarthy, the store's owner. "With America's growing interest in hand-crafted cheeses, and a proliferation of artisanal cheese producers in the state, we felt the time was right to offer a weekend of festivities celebrating all things cheese."

Both days of the event, directly on Pike Place--where 25,000 people per day peruse the main thoroughfare--artisanal cheese makers will present everything from a piquant chevre from Port Madison Farms (Bainbridge Island, Wash.), to an award-winning blue from Ireland or even a rare Italian pecorino. A local wine distributor will host the wine garden and pair cheese-friendly vintages with cheese offerings; proceeds benefit the Market Foundation. A scavenger "cheese maze" will both entertain and educate children as they course through the Market and learn the cycle of cheese-making. Several Seattle restaurants are also partaking by featuring a cheese item or entrée on their menus.

May 14 offers numerous seminars from local and national cheese experts. Topics range from "The *Art* in Artisanal Cheese Making" to "Perfect Pairings: Finding Great Matches for Cheese".

"This festival offers something for everyone, even local restaurants looking to expand their cheese offering," said Connie Bennett, DeLaurenti Cheese Buyer. "The seminars are a quick, effective way to provide wait staff a cheese short course—from the basics of production to the details of proper serving."

Essential Baking Company is serving as the event's official bread sponsor; DPI-Northwest is the official cheese distributor. Sponsorship and showcase opportunities are still available by contacting Anne Theisen, event manager at (206) 849-7508 or anne@del Laurenti.com. To learn more about DeLaurenti's Seattle Cheese Festival developments, check in online at www.SeattleCheeseFestival.com

Thank You