

EPICUREAN

CONNOISSEURS OF LIFE WEEKEND PACKAGE

January 17-19, 2014

EPICUREAN HOTEL | TAMPA, FLORIDA

The Epicurean Hotel has curated the ultimate weekend to celebrate life by enjoying all the wonderful flavors it has to offer. Our fellow Connoisseurs of Life are welcome to explore and indulge in a program thoughtfully crafted to delight and enrich. The Epicurean invites you to Awaken Appetites Unknown.™

The Connoisseurs of Life Weekend Package includes the following for two people:

CLASSIC ACCOMMODATIONS ON FRIDAY & SATURDAY EVENINGS

FRIDAY

Private Welcome Reception
NORMAN VAN AKEN

Grand Awakening
PROGRESSIVE RECEPTION

SATURDAY

ÉLEVAGE
3-COURSE
BRUNCH*

**Expert & Celebrity
TASTINGS + CLASSES**

Winemakers
six-course
dinner for two

SUNDAY

ÉLEVAGE
BLOODY MARY BRUNCH*

* Choice of one brunch for two is included as part of the package.

Note: All gratuities are included for the above packaged food and beverage. Package is based on a maximum of two people sharing one Standard room, based on availability. Package price does not include applicable sales taxes, which will be added to the final bill. Due to the nature of the Grand Awakening weekend and our collaboration with multiple parties, we are unable to refund in the event of cancellation.

Upon booking your weekend, an Epicurean representative will contact you to finalize your Tampa weekend plans. To participate fully in the weekend activities, please plan to check in no later than 5:00pm on Friday, January 17. We sincerely hope you will spend this amazing weekend with us!

Sincerely,

CHAD JOHNSON
Executive Chef

TOM HAINES
General Manager

1207 SOUTH HOWARD AVE. | TAMPA, FLORIDA 33606 | 813.849.4153

EPICUREANHOTEL.COM

FRIDAY, JANUARY 17TH

7:00pm – 8:00pm

Grand Cru Ballroom

CONNOISSEURS of LIFE
welcome reception

Join us as the visionaries who brought Epicurean to life welcome you to the hotel and toast the opening of our Grand Awakening Weekend.

Opening Introductions and Welcome Remarks

- David Laxer, Owner of Bern’s Steak House and owner/investor of the Epicurean Hotel
- Joe Collier, President, Mainsail Lodging & Development
- Tom Haines, General Manager, Epicurean Hotel
- Norman Van Aken, Legendary Chef and “Founding Father of New World Cuisine”

Sponsored by Moët & Hennessy USA and J.J. Taylor Distributing



DAVID LAXER



JOE COLLIER



TOM HAINES



NORMAN VAN AKEN

8:00pm – Midnight

Entire Hotel

Grand Awakening
PROGRESSIVE RECEPTION

Discover the many flavors of the Epicurean during our Progressive Grand Awakening Reception where you will be treated to food, wine & handcrafted cocktails throughout the hotel. Enjoy a variety of entertainment as you experience Bern’s Fine Wines & Spirits, the Epicurean Theatre, Élevage, Chocolate Pi, the pool deck, Garden Terrace and EDGE. Guests will also have the opportunity to get a behind-the-scenes look at the hotel’s production kitchen.

Sponsored by Moët & Hennessy USA, Brown-Forman, Republic National Distributing Company, J.J. Taylor Distributing, William Grant & Sons, Southern Wine & Spirits, Augustan Wine Imports and Bacardi USA



CHAD JOHNSON
Executive Chef

SATURDAY, JANUARY 18TH

Choose up to Three Activities from the Following Classes & Experiences!

FAME SEMINAR #1

No Experience Necessary

Donald Patz Co-Owner (Patz & Hall)

Norman Van Aken (Chef, author)

Tasting of single-vineyard Chardonnays and Pinot Noirs. Learn about the history of Patz & Hall. Listen to stories and memoirs from Chef Norman's new book, *No Experience Necessary*. Question/ Answer session and book signing to follow.

90-120 minutes

FAME SEMINAR #2

Napa: Family, History & Legacy

Robin Lail, Owner (Lail Vineyards)

Founded and led today by Robin Lail, Lail Vineyard's history reaches back five generations to 1879 when her great granduncle Gustav Niebaum founded Inglenook Vineyards. This seminar will focus on the history of Napa Valley and Lail Vineyards. Participants will taste through the wines of Lail Vineyards. Accompanied by seasonal amuse.

90-120 minutes

FARM SEMINAR #1

From Farm to Vineyard

Brian Talley, Owner/Winemaker (Talley Vineyards)

Discover the history of Talley Family Farms, their wines and the terroir of the Arroyo Grande Valley from owner Brian Talley. Enjoy tastings of his estate, single vineyard Chardonnay and Pinot Noir served along side produce from the family farm and seasonal amuse.

60 minutes

FARM SEMINAR #2

Location, Location, Location

Chad Melville, Grower (Melville Vineyards)

Greg Brewer, Winemaker (Melville Vineyards)

Join wine maker Chad Melville as he shares with you the history and terroir of the Santa Barbara Appellation. Tastings of Melville wines including Chardonnay, Pinot Noir, and Syrah will be accompanied by seasonal amuse.

60 minutes

FUTURE SEMINAR #1

What's Old is New Again

Christina Turley, Director of Sales & Marketing (Turley Wine Cellars)

Chris Cottrell, Managing Partner (Bedrock Wine Company)

Explore the old vine varieties of California and learn about their resurgence in today's wine world. Sample wines produced by Turley and Bedrock with a focus on Zinfandel and Heirloom varieties accompanied by seasonal amuse.

60 minutes

FUTURE SEMINAR #2

The Oregon Trail... Blazer!

David Adelsheim, Co-Founder & President (Adelsheim Vineyard)

David Adelsheim first planted the grapes of northern Europe in Oregon's Willamette Valley in 1972 because he believed that fine and distinctive wine could be created in the cool climate of this unknown place. The seminar will focus on the history of The Willamette Valley and Adelsheim Vineyard. Participants will taste through the wines of Adelsheim Vineyard. Accompanied by seasonal amuse.

60-90 minutes

SATURDAY, JANUARY 18TH

6:00pm – 10:00pm

Garden Terrace & Grand Cru Ballroom

Grand Reception & Winemakers Dinner

Begin the evening with a relaxed reception on our Garden Terrace, featuring a selection of Augustan wines. Afterwards, transition to the Grand Cru Ballroom for the spectacular Winemakers Dinner, emceed by Norman Van Aken, showcasing six inventive courses and the talents of Executive Chef Chad Johnson. Featuring pairings with a celebrated list of winemakers, including:



CHAD JOHNSON
Executive Chef



Adelsheim Vineyard
DAVID ADELSHEIM
Founder



Allamand Viñas y Vinos
CRISTIAN ALLAMAND
Founder/Winemaker



Bedrock Wine Company
CHRIS COTTRELL
Managing Partner



Champagne Billecart-Salmon
ANTOINE BILLECART
General Manager



Lail Vineyards
ROBIN LAIL
Founder



Melville Vineyards
CHAD MELVILLE
*Grower/
National Sales Manager*



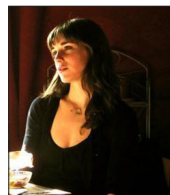
Patz & Hall
DONALD PATZ
Founder



Peter Michael
ALYSIA CASEBEER
National Sales Manager



Talley Vineyards
BRIAN TALLEY
Owner/Winemaker



Turley Wine Cellars
CHRISTINA TURLEY
Director of Sales & Marketing



Event Emcee
NORMAN VAN AKEN
Chef / Author

WEEKEND BRUNCH - CHOOSE ONE

Saturday, January 18th
10:00am – 2:00pm

Brunch

Élevage

Featuring Billecart-Salmon Champagne and a 3-course brunch prepared by Executive Chef Chad Johnson

Sunday, January 19th
10:00am – 2:00pm

Brunch

Élevage

Featuring a Specialty Bloody Mary Menu prepared by Executive Chef Chad Johnson. Spirits sponsored by Belvedere