



MIFROMA
MAÎTRES FROMAGERS SUISSES



FOR IMMEDIATE RELEASE

September 19, 2023

MEDIA CONTACT:

Farida Waquar, The ACE Agency
860-796-6824, farida@theaceagency.com

California Wine Festival Returns to Huntington Beach - November 10-11

*Hosted at Paséa Hotel & Spa, The Festival Will Showcase
the Golden State's World-Class Wine Offerings*



Image courtesy of Luis Esparza

Santa Barbara, CA (September 19, 2023) — California Wine Festival, Southern California's premier wine festival event producer, returns to Huntington Beach for two days of oceanfront tasting events on Friday, November 10 and Saturday, November 11. Guests will be able to sample tastes from winemaking regions across California, paired with delectable food selections from many of Orange County's top restaurants while experiencing lifestyle exhibitors, live entertainment, and awe-inspiring coastal views amid Surf City USA's award-winning beaches.

Overlooking the stunning Pacific Ocean at the luxurious Paséa Hotel & Spa, Friday evening kicks off with a Sunset Rare & Reserve Tasting, an intimate experience for dedicated wine connoisseurs. A sparkling wine reception begins the evening of sampling hard-to-find award-winning wines and offers tasting room exclusives and limited-production wines hailing from vineyards based in California's most renowned wine producing regions. Top chefs from Huntington Beach and beyond will serve delicious hot and cold appetizers to pair with the world-class wines, including offerings from local favorites Duke's Huntington Beach, Nardo Italian, Cucina Alessa, Bluegold and LSXO on both Friday and Saturday.

Throughout Friday evening, guests will have the ability to partake in a silent auction, bidding on dozens of coveted items such as exotic wines, tasting tours and dining certificates. Proceeds from this auction will benefit Golden Rule Charity, an organization dedicated to helping people in the hospitality industry during unexpected hardships.

"We are thrilled to be welcomed back once again by the Huntington Beach community, where we pay homage to Surf City USA with Matt Hurray's swinging 60's surf instrumentals among bites from the city's diverse culinary scene coupled with pours from our fabulous wine partners", says Emily Kaufmann, Executive Director, California Wine Festival.

The ultimate wine tasting experience continues the next day with a Beachside Wine Festival taking place at the hotel's indoor and outdoor spaces on Saturday November 11. The seaside afternoon event will foster culinary education and exploration through intimate conversations and tastings with winemakers and representatives hailing from California's top wineries and local restaurants. Attendees will have access to hundreds of premium California wines and regional craft brews. Exquisite wines can be paired with artisanal cheeses, breads, olive oil, desserts and more.

Similar to last year, Paséa Hotel & Spa is sponsoring the VIP Pavilion. VIP ticket holders will be able to dine on gourmet appetizers, reserve-level wines, and craft brews along with special designated seating and stunning Pacific Ocean views in the hotel's picturesque Blue Room.

Auto sponsors for the event will include Jaguar and Land Rover. Additional sponsors will include **Swiss Summit**, Icelandic Glacial, Pacific City, Paséa Hotel & Spa, Penguin, Renewable by Andersen, and Traeger, who will feature champion pitmaster, Doug Scheiding, serving tastes of his award-winning tri-tip. Additional chefs providing sumptuous bites include representatives from Tanner's Restaurant, LSXO, and Cucina Alessa.

"After Party Sponsor", Pacific City, a shopping, dining and entertainment destination located next door to Paséa Hotel & Spa is hosting the official "California Wine Festival After Party" after the Beachside Wine Festival from 4-7 p.m. at the Old Crow Smokehouse, located within Pacific City. Festival guests will enjoy live music and drink specials.

Select sponsors will be hosting fun activations which guests will be able to partake in during the Beachside Wine Festival. One of which will be Swiss Summit hosting a "raclette experience" with Mifroma cheeses.

The gastronomic festival highlights rare and reserve vintages, as well as popular pours from California's top vineyards based in Napa Valley, Sonoma County, Paso Robles, Santa Barbara, Temecula and more. Notable wineries attending include: Adobe Road Winery, Amista Vineyards, Barlow Vineyards, Bellante Family Winery, Bernardus Winery, Carol Shelton Wines, Cuvaison Winery, Doffo Winery, Double Bond Wine, Gary Farrell Winery, Goldschmidt Vineyards, Head High Wines, Lions Peak Vineyards, Lloyd Cellars, Michael Mondavi Family Wines, Miner Family Wines, Mizel Estate Wines, Navarro Vineyards, New Zealand Wine Navigator, Oneonthehill Imports, Provenance Vineyards/Hook or Crook Cellars, Quench + Temper, Russian River Vineyards, Sta. Rita Hills Wine Alliance, The Landing, Williams Selyem Winery and Wine Guy & Wine Gal.

Popular restaurants from Huntington Beach and beyond will serve mouth-watering appetizers to accompany the festival's top-notch wine selections and include: Aquamar, Bluegold, Butterfly Brittles, Caketails, **Cheese Mifroma**, Cucina Alessa, Duke's Huntington Beach, Gino Angelini Authentic Italian Sauces, Goufrais Southern California - Cocoa Confection, Gus' World Famous Fried Chicken, Icelandic Glacial, Indarra Modern Indian Cuisine, LSXO, Kerrygold, Nardò Italian Restaurant, North Italia, Rhino's Glazed Almonds, Savory Bites, Seven Barrels Olive Oils and Aged Italian Balsamics, SiSi Cakes and Tanner's Restaurant.

Live entertainment will provide the ultimate ambiance to a relaxing weekend enjoying coastal California vibes. Friday's Sunset Rare & Reserve Tasting will feature live entertainment from Hannah Claire, a singer-songwriter frequently compared to Taylor Swift, Ed Sheeran and Norah Jones. Saturday's Beachside Wine Festival will feature eclectic surf sounds from Matt Hurray and soulful melodies of Chris Copeland and American Idol finalist, Adam Lasher on the main stage. In the VIP area, acoustic musician, John Dean will be providing the perfect melodies while sipping wine.

California Wine Festival is a 21+ event. Tickets are available for pre-sale [here](#). For more information, please visit CaliforniaWineFestival.com.

ABOUT CALIFORNIA WINE FESTIVAL:

California Wine Festival celebrates the fine wines and culinary offerings of California. A nationally recognized event series, California Wine Festival aims to bring attention to the beautiful wines, foods, and landscapes of California. Founded in 2004 in Santa Barbara, California Wine Festival celebrates its 20th anniversary this year, and is proud to be one of the largest outdoor wine festivals in the state. Striving to be a green event producer, 90% of the waste from the festivals was diverted from the landfill in 2022. A for-profit organization whose mission includes giving back, California Wine Festival has helped raise awareness and funds for local California charities including the Foodbank of Santa Barbara, Surfrider Foundation, and more. CaliforniaWineFestival.com

ABOUT SWISS SUMMIT AND MIFROMA

Swiss Summit is a company specialized in Swiss food dishes and products. We prepare the best Raclettes and Fondues in California in a traditional way. Mifroma USA is the Swiss specialist in dairy products with more than fifty years build know-how in maturing and refining cheeses.

We offer catering, services, private events, and distribution.

Visit: www.swiss-summit.com www.mifroma.com

