



San Francisco Vintners Market
At Fort Mason Center
November 14th-15th
Noon – 6 pm
“Try it. Buy it!”

FOR IMMEDIATE RELEASE

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**ANNOUNCING SAN FRANCISCO VINTNERS MARKET
AT FORT MASON CENTER, NOVEMBER 14TH-15TH, 2009**

San Francisco’s newest mega-wine event features a farmer’s market style shopping experience where attendees can taste and buy wines on the spot from over 300 vintners. Wines will be available for sampling and purchase day of event. San Francisco Vintners Market will join a long line of food and wine events at Fort Mason Center and offer Fall and Spring events.

San Francisco, CA, (24-7PressRelease) August 17, 2009, Tired of going to wine tasting events, discovering great new wines and then never being able to find them again? We were too. That’s why we created **San Francisco Vintners Market at Fort Mason Center**. This **first of its kind** wine tasting and buying event is a farmer’s market style shopping experience where wine enthusiasts can **try and buy wines from over 300 wineries**.

The San Francisco Vintners Market will feature top local wineries from Napa Valley, Sonoma, Paso Robles, San Luis Obispo, Santa Barbara, Russian River Valley and other regional wineries plus imported wines from around the world. **San**

San Francisco Vintners Market features wine at all price points and styles including new releases, library collections and end-of-vintage selections—all available for immediate purchase.

What: San Francisco Vintners Market

When: November 14th and 15th from Noon to 6 pm

Where: Fort Mason Center, Herbst Pavilion, San Francisco, CA

Cost: General Admission: \$15 per ticket, VIP: \$50.00 per ticket includes Reserve Level Access

For more information and tickets go to: www.sfvintnersmarket.com

“San Francisco Vintners Market is the first farmer’s market style event where wine lovers can taste and buy wines on the spot from over 300 leading winemakers. The event features wineries from around the world and is a great way for wine lovers to stock up on wines for the holiday season.” said **Cornelius Geary, Founder and CEO of San Francisco Vintners Market**. “San Francisco Vintners Market will be held two times per year with a Fall and Spring marketplace. Our marketplace format gives wineries another sales channel for direct to consumer sales and provides two new recurring events to the Destination Fort Mason calendar.”

San Francisco Vintners Market is an ideal opportunity for wine lovers to connect with leading winemakers from all over California and the world and buy their wines the day of the event. The event will be offering direct access to winery owners, winemakers and their wines, on sale on the spot for the wine buyer to take home.

"San Francisco Vintner’s Market at Fort Mason Center will provide a new opportunity to visitors to taste wine, talk directly to vintners and purchase directly" said **Jennifer Antos, Director of Venue Sales, Fort Mason Center**. "It is a great addition to the popular wine and food events for which we are so well known. We are looking forward to a very successful event."

Major components of San Francisco Vintners Market include:

- 300 plus wineries showcasing and selling their wines direct to consumer
- Reserve Room featuring exclusive wineries and their top wines in a private tasting experience
- Celebrity Showcase featuring leading winemakers and wine industry stars
- Pre-event “Wine Buyers Only” Wine Trade tasting

About San Francisco Vintners Market - “Try it. Buy it!”

San Francisco Vintners Market is a farmer’s market style shopping experience where wine enthusiasts can taste and purchase hundreds of wines from over 300 wineries. Attending vintners will be pouring wines from around the world including new releases, library collections and end-of-vintage selections. International wines will also be available for tasting and purchase. The event will be held two times per year at San Francisco’s Fort Mason Center. San Francisco Vintners Market was founded by Cornelius Geary and Jeffrey Playter, founders of RadCru Inc., a winery direct

ecommerce company and Wine 2.0, the wine industry's leading social media and event marketing platform.

San Francisco Vintners Market has a limited number of partner and sponsorship opportunities available. For more information contact: Cornelius Geary, CEO/Founder at Cornelius@sfvintnersmarket.com or via phone at (415) 596-1191

For more information on winery participation contact: Dan Chapin, Director of Sales at Dan@sfvintnersmarket.com or via phone at (707) 227-2929

About Fort Mason Center

Fort Mason Center is a dynamic waterfront destination for thought-provoking programs, events and organizations which support and reflect the evolving cultural fabric of San Francisco. Fort Mason Center embodies the essence of San Francisco - nearness to nature, combined with novel architecture, a nod to the past, and a dose of the different. Nine Mission Revival buildings with a total of 300,000 square feet of space offer 17 venues that host events of all types and sizes. This includes classrooms, galleries, meeting rooms, performance spaces, and a large conference center. Two of the Center's piers are used for major events. The Herbst Pavilion accommodates 3,000 and the Festival Pavilion can hold 5,000. The 437-seat Cowell Theater provides state-of-the-art performance space.

For more information about Fort Mason Center please call 415-345-7500 or visit <http://www.fortmason.org>

San Francisco Vintners Market would like to offer special thanks to the following for making this event possible: Fort Mason Center, U.S. Park Service, Hinman Carmichael LLP, and Hatch Design.

You can also follow San Francisco Vintners Market on:

Web: <http://www.sfvintnersmarket.com>

Twitter: <http://twitter.com/SFVintners>

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