



Contact:

Debbie Russ

Director of Marketing/PR

Compass Marketing, Inc./*Southern Breeze* magazine

251.968.4600 • 251.968.5938 fax

druss@compassbiz.com

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SOUTHERN BREEZE WINE + CULINARY FESTIVAL ANNOUNCES STRATEGIC ALLIANCE WITH DCS BY FISHER & PAYKEL AND CHEF TIM CREEHAN

GULF SHORES, ALABAMA – April 30, 2007 – The *Southern Breeze* Wine + Culinary Festival has signed an exclusive multi-year contract with DCS by Fisher & Paykel, a major U.S. indoor and outdoor appliance manufacturer headquartered in New Zealand, and Chef Tim Creehan, renowned culinary expert, and Chef/Owner of Beach Walk Crystal Beach in Destin, Florida. Effective immediately the official name of the event will be the ***Southern Breeze Wine + Culinary Festival Presented by DCS by Fisher & Paykel***.

“We are absolutely thrilled to form a strategic alliance with these two culinary industry leaders,” says J. Gary Ellis, Publisher of *Southern Breeze* magazine. “This partnership takes the already successful *Southern Breeze* Wine + Culinary Festival to the next level and further strengthens the event. The alliance with DCS by Fisher & Paykel and Chef Creehan also creates the perfect complement to all of our burgeoning culinary tourism marketing initiatives,” says Ellis.

The ***Southern Breeze Wine + Culinary Festival Presented by DCS by Fisher & Paykel*** marks the beginning of a strategic long-standing alliance, reaching a shared audience of upscale food connoisseurs and home enthusiasts throughout the Southeast U.S. Wine and food are the highlights of this series of weekend long events that take place in several Southeast/Gulf Coast destinations each year. The Festival includes Winemaker Dinners; a Grand Wine Tasting with boutique wines from around the world; educational wine and food seminars; and a Walkabout Brunch featuring specialties from top local restaurants paired with sparkling wines. All events require tickets and consumers are encouraged to buy them in advance.

Chef Tim Creehan will be a Featured Celebrity Chef for one of the Winemaker Dinners at each Festival location, as well as the exclusive chef for the culinary seminars during the Grand Wine Tasting for the entire series of events.

DCS by Fisher & Paykel and Chef Tim Creehan already have a solid partnership. DCS by Fisher & Paykel is also Chef Creehan's official appliance sponsor, and they worked together to open DCS by Fisher & Paykel Culinary Center in Destin, Florida in January 2007. The 5,000 square foot facility includes a state-of-the-art DCS by Fisher & Paykel indoor and outdoor appliance showroom. Product research and development for Chef Creehan's restaurants, cookbooks and patented marinades will be the primary use for the culinary center. Tim Creehan's culinary style and marketing savvy has also evolved into Tim Creehan & Company to unite his endeavors in Beach Walk Crystal Beach, Beach Walk Redfish Village (Opening Spring '08), Chef's Grill Plus and the DCS by Fisher & Paykel Culinary Center.

The fourth annual *Southern Breeze* Wine + Culinary Festival will take place in **Orange Beach, Alabama, May 18-20; Baton Rouge, Louisiana, June 15-17; and Rosemary Beach, Florida, October 19-21.**

For more information about the *Southern Breeze* Wine + Culinary Festival and to purchase tickets go to: www.southernbreeze.com/winefest. To learn more about DCS by Fisher & Paykel, visit www.dcsappliances.com. For additional information on Chef Tim Creehan and Beach Walk Crystal Beach, visit www.BeachWalkDestin.com.

Southern Breeze magazine is published by **Compass Marketing, Inc.** based in Gulf Shores, Alabama. The quarterly upscale lifestyle magazine covers the Gulf Coast region from Louisiana through Northwest Florida. Each issue highlights the unique lifestyle, travel, culture, people, food and entertainment that make the region a wonderful place to live and visit. www.southernbreeze.com.

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