



The Independent Champagne and Sparkling Wine Invitational



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FIZZ FEST GETS BIGGER!

ICSWI AND TOUR DE CHAMPAGNE JOIN FORCES TO OFFER CONSUMERS WIDEST POSSIBLE SELECTION OF CHAMPAGNE & SPARKLING WINES

March 17 , 2010 - The bubbles will be boundless as ICSWI invites Tour de Champagne to New Orleans to join America's first annual Fizz Fest. By joining forces with Tour de Champagne, ICSWI extends its mission to create an experience all about extravagance, education and fun, exposing consumers to the widest range of global sparkling wines possible. This exceptional three day event is less than 45 days away and tickets for \$325 can be purchased by visiting www.icswi2010.com. Fizz Fest will take place April 16-18, 2010.

"Bringing these two organizations together was a natural fit," says Alva Johnson, ICSWI Event Organizer and Co-Founder. "With Tour de Champagne touring the nation, we share a vision to solidify the idea that sparkling wines aren't just for special occasions anymore. This partnership further extends the experience we will offer consumers in New Orleans."

The extensive ICSWI portfolio of independent champagnes and sparkling wines is growing daily, offering approximately 100 choices with more than 50 global producers. Many of these offerings have never before been sampled in a conference format. ICSWI selection highlights include Krelinger Vintage Brut from Tasmania, Gruet Winery from New Mexico and Pierre Peters Champagne from France. Tour de Champagne offerings will include La Caravelle, Ruinart, Vertuze, Thibaut-Janisson Winery, Nicolas Feuillatte and Pommery. The full range of tasting selections can be viewed at www.icswi2010.com/producers.

ICSWI (also known as Fizz Fest) is the nation's first conference dedicated exclusively to exploring the full range of champagne and sparkling wines. Complementing the more than 100 independent growers and producers, will be 50 sommeliers and a dozen chefs designing tastings, seminars and dinners all intended to showcase the world's most celebrated beverage.

"It's an exceptional time for independent producers as this event makes the full spectrum of champagne and sparkling wines a focus. We believe ICSWI 2010 will boost the popularity of these fabulous wines and provide a unique forum for discovery," says Richard Marble, Founder of Tour de Champagne.

About ICSWI

ICSWI, the Independent Champagne and Sparkling Wine Invitational, is a world premiere conference (aka "Fizz Fest") taking place in the culinary mecca of New Orleans, April 16-18, 2010. Designed to be an unforgettable three days of extravagance, education, and fun, ICSWI will expose consumers and trade to independent global producers who are making exceptional, hand-crafted products in the independent spirit.