



8TH ANNUAL GOLDEN GLASS WILL LAUNCH SLOW WINE - SLOW FOOD'S DEFINITIVE GUIDE TO GOOD, CLEAN AND FAIR ITALIAN WINES FEATURING WINE AND FOOD ARTISANS FROM AROUND THE WORLD

San Francisco, Nov. 10, 2011--Slow Food San Francisco will host its 8th annual Golden Glass Wine event on Saturday, February 4th, from 1PM - 5PM, at the Fort Mason Center Herbst Pavillion in San Francisco, bringing together wine and food artisans from around the world in celebration of Slow Food's work to advocate for sustainability, biodiversity and preservation of food traditions.

This Golden Glass will also mark the publication of the English edition of *Slow Wine*, Slow Food Italy's new, comprehensive and meticulously researched guide to Italian wines.

Slow Wine is the first guide to Italian wines published exclusively by Slow Food, and it adopts a new approach to evaluating wine that looks beyond just the liquid in the glass to take into account ethical and environmental values as well. *Slow Wine* is the first guide that tells the stories of producers and their vineyards, not just the wine.

Packed with news, facts and figures, the guide focuses on small- to medium-scale, artisan producers and introduces many up-and-coming wineries, with a special emphasis on those that adopt a natural approach and/or are most closely linked to their respective terroirs.

"We are convinced that the battle against the homogenization of tastes and the flattening of sensory characteristics may only be conducted via knowledge of the territories, the vineyards and the people that make up the terroir of Italy," so Giancarlo Gariglio and Fabio Giavedoni, Editor in Chief of the new guide.

Dozens of these "Slow Wine" producers will be present at Golden Glass for wine tasting. In addition, many local California producers will also pour their selections.

Slow Food San Francisco's Golden Glass will also conduct a professional blind tasting of wines entered in the competition. Results will be posted at the end of the Golden Glass.

This year's event will feature the popular Slow Food Plaza. Focusing solely on food, this "plaza" pays homage to the open food markets found in Italy and other European countries where tasting the best and freshest foods, seasonal vegetables, salami, cheeses and breads directly from the hands of the purveyor is the rule instead of an exception.

Sanchez and Miraloma Elementary schools will also provide a children's area with fun and educational activities for children. Both of these schools offer garden programs supported by Slow Food San Francisco, and will benefit from The Golden Glass.



Tickets for the Golden Glass will be available on thegoldenglass.com beginning Nov. 1st. General admission tickets will cost \$80 for wine and food / \$30 for food only. Early bird tickets will be available for those who purchase before Nov 30th. Event pricing is:

Nov. 1-Nov.30 = \$70 wine & food / \$25 food only

Dec. 1-Feb. 4 = \$80 wine & food / \$30 food only

Under 5 enters for free.

The proceeds of the Golden Glass event benefit key Slow Food San Francisco initiatives, including the **School Gardens Initiative** and Slow Food USA's **Ark of Taste** program. For a complete list of wineries and food purveyors represented please visit us at thegoldenglass.com.

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EDITOR'S NOTES Slow Food U.S.A. oversees Slow Food activities in North America, including the support and promotion of the activities of 150 local chapters, or "convivia," that carry out the Slow Food mission on a local level. Each convivium advocates sustainability and bio-diversity through educational events and public outreach that promote the appreciation and consumption of seasonal and local foods and provide support to those who produce them. The International organization now has over 100,000 members on five continents. Slow Food USA is supported by over 20,000 members. Experiencing rapid growth, Slow Food USA has become the second largest Slow Food organization in the world after Slow Food Italy.

Slow Food San Francisco is the oldest Slow Food Convivium founded in United States by Lorenzo Scarpone in 1991. Today it still one of the most active chapters of the association. It annually organizes large events, such as, *Golden Glass*, *Slowbeer San Francisco*, *Food from the Heart*, a *Crab Festival* and many other small events. Slow Food SF now boasts over 1,000 members and a mailing list of several thousands sympathizers.

DEFINING 'SLOW' & SUSTAINABLE / SUPPORTING SLOW FOOD Good. Clean. Fair. These are the words Slow Food's founder Carlo Petrini uses to describe his vision of our food system. In the name of productivity, Fast Life has changed our way of being and threatens our environment and our landscapes. Slow Food celebrates developing taste rather than demeaning it. And what better way to set about this than an international exchange of experiences, knowledge, projects?

As a supporter of Slow Food & The Golden Glass event, we are advocating the importance of attending to the needs of the land, respecting traditional knowledge and taste, and providing farmers with fair wages. The wines at The 2012 Golden Glass event celebrate our diverse cultures and communities and showcase their art of careful farming and wine growing. Salute!

The Golden Glass 2012

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