



ROTARY CLUB OF KEY BISCAYNE FOUNDATION

c/o Ruben Weisson

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www.keybiscaynewinefest.com

September 23, 2014

Ref: Sponsorship of 10th Annual Rotary Key Biscayne Wine & Food Fest

It is our pleasure to announce that the 10th Annual Rotary Key Biscayne Wine & Food Fest will be held on Friday, November 21st from 6:30 pm to 10:00 pm at Fairways on the Key. The evening's proceeds will benefit the Rotary Club of Key Biscayne Foundation (RCKBF) and its affiliated charities for adults and children.

The proceeds from this event qualify for multiple matching grants. Over the past four years, the Rotary Club of Key Biscayne has successfully obtained matching grants exceeding \$140,000 to maximize the charitable impact of this fund raiser.

Thirteen varietals from the new world will compete against wines from the old world to earn recognition as "Best of Show" in each class. This will be an exciting "showdown". The categories will be:

Whites

1. **Italian Prosecco vs. California Sparkling**
2. **Loire Sauvignon Blanc vs. Napa Valley Sauvignon Blanc**
3. **French Burgundy vs. California Chardonnay**
4. **Austrian Riesling vs. Ohio Riesling**

Reds

5. **Bordeaux vs. Napa Valley Cabernet Sauvignon**
6. **Italian vs. California Merlot**
7. **French vs. Argentinean Malbec**
8. **Bordeaux vs. California Cab Franc**
9. **Italian Primitivo vs. California Zinfandel**
10. **Spanish vs. California Tempranillo**
11. **Rhone vs. Washington State Syrah**
12. **Italian vs. California Sangiovese**
13. **Burgundy vs. Oregon Pinot Noir**

This year's event will continue to feature a ***NEW*** experience for the wine aficionado: ***The Rotary Challenge***. Eight guests will be invited as "consumer judges" to taste both wines in each category. The participants will then decide which wines are the best from each varietal. Although there is no right or wrong result, it will be interesting to compare how the "consumer" and "professional" judges differ in their choices. Consumer judges are asked to provide a charitable donation of \$50 towards the event's fundraising goals.

Shari Gherman, president of the American Fine Wine Competition & Charity Wine Gala, is our wine director again this year. Four other noted wine professionals will complete the professional Judging panel.

All presented wines have been graciously supplied by **Strategic Imports** and will be available for sale at the event through El Carajo, our official wine retailer. El Carajo will coordinate all orders, payment, delivery and pick-up, and will donate 10 percent of sale proceeds to the Rotary Club of Key Biscayne Foundation. A variety of food delicacies prepared by several prominent South Florida restaurants are included in the price of admission.

This year's event continues Rotary's collaboration with the **ARC of South Florida**. ARC will organize the silent auction portion of the evening and will receive part of the proceeds to fund its programming. Auction lots will consist of over 100 items including travel, restaurant vouchers, sports memorabilia, and other goods and services.

Additionally, the Rotary Club of Key Biscayne Foundation has designated proceeds to benefit **Fundacion Manos del Sur's** work with early childhood programs offered through **Asociacion Sembrando Juntos** and the Rotary Club of Arequipa in Ciudad Blanca, Peru. The project addresses pre-natal and post birth nutritional needs of approximately 200 expecting mothers. Over a 24 month period, they will be trained to teach another set of 200 expecting mothers about proper nutrition and cognitive development making this project sustainable across indirect beneficiaries. Headquartered in Miami, Fundacion Manos del Sur is a nonprofit organization that provides financial assistance to underprivileged children in Latin America in the areas of education, health and nutrition.

The event will be cross-promoted by more than 1,000 members of the participating and beneficiary organizations. In addition, the event will be promoted by the members of the Key Biscayne Rotary Club, by community leaders, and by The Islander News of Key Biscayne, which will distribute 3,500 program inserts to all its residential and business subscribers in the Key Biscayne and Miami areas. Media coverage and publicity will also be provided by local publications. As a result, more than 200 distinguished guests are anticipated to attend. Sponsorships confirmed by October 30th will be included in the 3,500 insert program by The Islander News. Sponsor logos will also be displayed in all advertisements in other media publications, signage, and electronic communication.

We would be delighted if you could participate this year. Simply acknowledge on the next page and fax to my attention for further processing.

Yours in Rotary Service,

H. Ruben Weisson

Event Chairman



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10th Annual Rotary Key Biscayne Wine & Food Fest

Friday, November 21st, 2014

6:30 pm – 10:00 pm

Fairways on the Key

Club House - 6700 Crandon Boulevard, Key Biscayne

Join us for The Key Biscayne Wine Challenge! Thirteen varietals from the new world will compete against wines from the old world to earn recognition as "Best of Show" in each class. A collection of premium wines from the U.S., Austria, France, Italy and Spain will be juried by South Florida's most discerning palates.

This year's event will continue to feature "The Rotary Challenge." Eight guests will be invited as "consumer judges" to taste both wines in each category. The participants will then decide which wines are the best from each varietal. Although there is no right or wrong result, it will be interesting to compare how the "consumer" and "professional" judges differ in their choices.

A variety of food delicacies prepared by several prominent South Florida restaurants are included in the price of admission. A silent auction will continue throughout the evening.

Hosted by the Key Biscayne Rotary Club Foundation, the event will benefit its affiliated charities for adults and children.

I would be pleased to support this event by making a food donation. I understand 200 people are expected to attend and the food items are being paired with the wine poured at the event.

Sponsor Name/ best phone/e-mail: _____

By _____ Title _____ Date _____

Please fax your reply to Ruben Weisson at 305-937-7136