



PRESS RELEASE

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CONTACT: ANA LUISA MORÁN FERNÁNDEZ
E-MAIL: ana.moran@visitiz.com



IXTAPA-ZIHUATANEJO PRESENTS AN UNPRECEDENTED CULINARY EVENT “THE FOOD & WINE FESTIVAL IN IXTAPA-ZIHUATANEJO”

32 Tastes, 1 History, 1 Soul

- From March 26-28, 2011, Ixtapa-Zihuatanejo will host “*THE FOOD & WINE Festival in Ixtapa-Zihuatanejo 32 Tastes, 1 History, 1 Soul*”, a premier culinary event presenting the best of Mexican cuisine and wines.
- This two-in-one destination will bring together national and international stars and prestigious celebrity chefs.

To the delight of fine food connoisseurs, this world class culinary event in Ixtapa-Zihuatanejo will offer the best of regional, national and international high cuisine.

Internationally known experts and celebrities will present demonstrations, seminars and wine and food tastings. Mexico’s cuisine has recently been named an “Intangible Cultural Heritage of Humanity” by UNESCO (United Nations Educational, Scientific and Cultural Organization).

Oficina de Convenciones y Visitantes ::: Convention & Visitors Bureau
Andador Cerro La Puerta, Manzana 2, Lote 16
Local 8, Planta Alta; C.P. 40884
Ixtapa-Zihuatanejo, Gro. Méx.
Tel/Fax: (755) 553-1270, 553-1570
www.visitiz.com



Ixtapa-Zihuatanejo will proudly host *“THE FOOD & WINE Festival in Ixtapa-Zihuatanejo 32 Tastes, 1 History, 1 Soul”*, an elite culinary event organized in collaboration with *“FOOD & WINE Magazine”*. One of the most influential and widely read publications of North America, *“FOOD & WINE Magazine”* publishes articles about the culinary world, travel, trends and lifestyles.

This publication is known world-wide not only for the importance and prestige of its articles, but for its high ranking among specialty publications. It been distinguished with important awards including *“The Best of the Best”*, placing it among the top 10 publications of the decade. Moreover, *“FOOD & WINE Magazine”* is internationally known for its editorial body of recognized editors and columnists, who produce sections considered *“trendsetters”* by the critics. It is an essential launching platform for *The Best New Chefs*, a list of each year’s best and brightest new culinary talent.

The publication also hosts prestigious food and wine events such as *The Food & Wine Classic in Aspen*, a first –rate culinary event held for more than 27 successful years.

In 2011, Ixtapa-Zihuatanejo will join world-class events such as *“Taste of Beverly Hills by Food & Wine”*, *“Barbados Food & Wine and Rum Festival”*, *“New York City Wine & Food Festival”*, *“New York City Wine & Food Festival”*, *“South Beach Wine & Food Festival”* and *“Melbourne Food & Wine Festival”* among other major culinary events organized in collaboration with *“FOOD & WINE Magazine”*.

This important culinary event –where cultural values such as history, traditions, smells, textures and flavors have a leading roll--- will reaffirm not only Ixtapa-Zihuatanejo’s good standing, but Mexico’s as well, creating a popular tourists attraction to be enjoyed by both national and international visitors.

Ana Luisa Morán
PR Manager CVBIZ