



2011 Grand Tasting partners backbone to success

Ask any event planner what makes for a good event and they will tell you: planning, planning and more planning. Ask them what makes for a *successful* event and they will add: *extraordinary* partners. The 2011 ***Columbus Food & Wine Affair Grand Tasting*** has just that—exceptional partners who believe in what the event brings to the public as well as financial support for community charities.

Anchor Hocking's Foodservice Division is a presenting partner of the 2011 ***Grand Tasting*** and the ***Columbus Food & Wine Affair Wine Competition***. The company is well known as a leading marketer and manufacturer of a comprehensive line of glass products. Its support allows for the development of further philanthropic endeavors of the ***Columbus Food & Wine Affair***. In addition, the company provides wine tasting and collectible crystal glassware for ***Grand Tasting*** guests.

John Schroeder, Vice President of Marketing for Anchor Hocking, says, "We are proud to help showcase the incredibly diverse local restaurant scene. The ***Columbus Food & Wine Affair*** is a perfect opportunity for us to support local restaurateurs, culinary students and others involved in the Central Ohio hospitality industry.

WBNS-10TV has been on board as an event partner since the ***Columbus Food & Wine Affair*** debuted in 2003. Partial proceeds from the Grand Tasting go to the 10TV Family Fund. Angela Pace, Director of Community Affairs for WBNS-10TV, says, "The ***Columbus Food and Wine Affair*** not only raises money for the 10TV Family Fund but, because of the large numbers of people who attend the event, awareness of the Fund is increased."

Pace says it's hard to believe the event will be 10 years old in 2012. "The fact that this event has, in just a few short years, become one of the must-have tickets in Central Ohio speaks to the quality of the event," she says. "Nowhere else in this area are you going to have the caliber of wines, food, and atmosphere found at the ***Columbus Food and Wine Affair***."

Doug Fahrenholz of Wassterstrom is a CFWA Co-Chair with nothing but praise for the event's partners. "Our partners understand this event is about giving back to the community where each of us live and provide for our families," he says. "Every year they commit to showcasing how extraordinary our culinary culture is here in Columbus. That commitment makes the ***Grand Tasting*** like no other food and wine event you'll experience."