



ST JULIEN
HOTEL & SPA

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For Immediate Release

**St Julien Hotel & Spa Invites Food & Wine Aficionados, Experts and Enthusiasts
Alike to "The Dynamics of Food and Wine Pairing"**

*Cutting edge symposium and dinner presented by Jerry Comfort, Gourmet Chef and Culinary
Director for Beringer Blass Wine Estates
Tuesday, Aug. 16, 2005*

July 29, 2005, Boulder, Colo., ... How often, as a guest of a fine dining establishment, has one wondered what wine would taste the best with a particular entrée? As a server in the industry, how often has one been asked the question, "What wine would you recommend with this entrée?" On Tuesday, Aug. 16, Gourmet Chef and Culinary Director for the famed Beringer Blass Wine Estates in Napa Valley, Calif., Jerry Comfort will present a seminar and dinner at the St Julien Hotel & Spa. The seminar will answer these and many more questions for those who simply enjoy a good glass of wine to wine aficionados and experts alike.

Dispelling the typical myths and moving beyond "Red wine with red meat," Jerry Comfort, the Dale Carnegie of American Food and Wine Training, will share his techniques of "The Dynamics of Food and Wine Pairing." His innovative, simply understood presentation of ideas and concepts will be sure to invigorate and expand one's knowledge of pairing food and wine. Not only is the seminar creative in nature, it's also practical in application. It's guaranteed to be accessible for all walks of food fans – from the classic "foodies" to those that enjoy the occasional wine with their dinner. For expert Comfort, foods represent basic tastes: sweet, salty, sour, bitter and umami (the fifth taste, savoriness). In Comfort's unconventional approach to pairing, by balancing these fundamental flavors, he asserts that anyone can make a food match with almost any wine. Comfort dubs his theory "food and wine in balance."

Guests attending the seminar will enjoy this unconventional approach that balances fundamental flavors, matching any food with almost any wine. As Gourmet Chef and Culinary Director for Beringer Blass Wine Estates, Comfort has been exploring the relationship between food and wine with Beringer's winemaking team since 1991. He is a veteran chef whose background includes experience at Masa's and Stars restaurants in San Francisco, and Checkers in Los Angeles.

Following the seminar, guests are invited to enjoy a fine dinner, presented by Jill's Restaurant and Beringer Vineyards.

Guests may choose to attend the seminar or dinner alone, or may attend both events at a reduced price. Following a private industry seminar from 2:30 – 4:00 p.m., The Dynamics of Food and Wine Pairing seminar, open to the public, will be held Tuesday, Aug. 16, from 4:30 – 6:00 p.m. Tickets for the public seminar are available for \$25 per person. The Jerry Comfort dinner will begin at 7:00 p.m., and tickets are available for the dinner for \$60 per person. Those interested in attending both the seminar and the dinner can purchase discounted tickets for \$75 per person total. Space for both events is limited, as Comfort enjoys an intimate teaching atmosphere, thus reservations are required. To make reservations for the public seminar, the wine dinner or both, please call Jill's Restaurant at 720-406-7399.

Press materials as well as hi-res photos of the St Julien Hotel & Spa are available in a downloadable format at www.kruzic.com, or by contacting Kruzic Communications by phone at 303-329-6229 or via email at amy@kruzic.com or allison@kruzic.com. Additional hi-res photos are available by contacting allison@kruzic.com.

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The St Julien Hotel & Spa, a member of Preferred Hotels & Resorts Worldwide features 200 guestrooms and suites, a 10,000 square foot spa and fitness center, 11,000 square feet of indoor meeting space, 12,000 square feet of outdoor meeting space, and a restaurant boasting Colorado fresh fare. The St Julien offers the most comprehensive professional services for the business traveler, with attentive service and inviting accommodations, as well as a pool and full-service spa to enhance every guest's

peace of mind. Located in the heart of downtown Boulder at 900 Walnut Street, the St Julien is proud to be Boulder's Gathering Place and Denver's Playground.