



TELLURIDE RESERVE PRESS KIT

Overview

Telluride Reserve Mountain Village Food & Wine Celebration offers interactive wine tasting sessions led by Master Sommeliers and wine professionals, paired with emerging, diverse and award-winning chefs. This inaugural event explores the cultures and vibrant stories of food and wine.

Guests select eight sessions over four days, including two Taste & Terroir four-course lunches featuring rare and sought-after wines paired with the innovative cuisine of celebrated chefs. These sessions are hosted within the gorgeous homes and unique venues of Telluride's Mountain Village. Tickets are limited to ensure the intimate tasting experience.

Credential Options

Credential Option #1: Guests choose each of their Friday and Saturday tasting sessions.
(\$1,600)

Credential Option #2: Guest's Friday itinerary is pre-selected with the InvitedHome Sparkling Wine Experience tastings. The guests then choose their Saturday tasting sessions.
(\$1,800)

Credential Option #3: Guests choose their Friday tasting sessions. Their Saturday itinerary is pre-selected with the InvitedHome Sparkling Wine Experience tastings.
(\$1,800)

Credential Option #4 (NEW): Attend Telluride Reserve on Saturday only and enjoy sparkling wine all day. Your Saturday itinerary is preselected with the InvitedHome Sparkling Wine Experience tastings only.
(\$695)

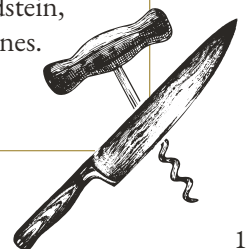
PLUS: The Judgment of Paris is on Friday night, and can be added to any credential for an additional \$500.

The Judgment of Paris

On May 24, 1976, a British wine merchant who sold only French wines organized a blind tasting wine competition pitting Californian against French wines. The Chardonnays from California were up against French Burgundies and the reds of the French Bordeaux were against California Cabernet Sauvignons. A total of 12 California wines and eight French wines were tasted. In each case, the California wine was preferred, much to the surprise of the wine merchant and the French wine industry. This landmark moment became known as the Judgment of Paris.

Telluride Reserve will revisit this famous blind tasting with a group of Master Sommeliers and wine experts.

Andrew Shaffner, Telluride Ski Resort's Wine Director, will be joined by Master Sommeliers Evan Goldstein, Eric Hemer, Sean Razee and Damon Ornowski to lead the blind tasting through these extraordinary wines.





FAQ

What is the Telluride Reserve Food & Wine Celebration?

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When is the event?

Thursday, August 15 – Sunday, August 18, 2019

Where does Telluride Reserve take place?

The Mountain Village-centered event will showcase tastings in elegant homes, intimate venues, and locations that highlight exceptional views.

Why is TMVOA launching the Telluride Reserve Food & Wine Celebration?

TMVOA's mission includes economic prosperity, enhanced property values, a unique, quality owner and guest experience, active and inspiring recreational lifestyle, environmental stewardship and a vibrant regional community. A professional consulting firm, Architecture, Engineering, Consulting, Operations and Maintenance (AECOM), identified signature events in Mountain Village as an immediate opportunity for the community. The decision to establish a signature food and wine event was also a result of feedback from members who participated in the public meetings and surveys. In order to bring increased value to Mountain Village, TMVOA has therefore started Telluride Reserve, LLC, Mountain Village Food & Wine Celebration as a signature event.

How is Telluride Reserve different from other food & wine festivals?

Telluride Reserve is assembling a small group of sommeliers, winemakers, chefs, farmers, authors, and culinary influencers. These original thinkers have a distinct approach. Telluride Reserve will celebrate the diversity of food and encourages chefs to share their cultural influences. To ensure an intimate experience and provide interaction with the chefs, winemakers, and producers, there will be a limited number of available credentials for Telluride Reserve.

Who is producing Telluride Reserve?

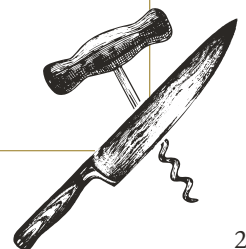
This signature event is presented by TMVOA and is being spearheaded by Telluride Reserve Executive Director Ann Hurley Barker, TMVOA's CEO Anton Benitez and Director of Operations & Finance Garrett Brafford, with the expertise of Telluride Ski & Golf's Vice President of Culinary Services Stephen Roth and Wine Director Andrew Shaffner.

Are locations still being considered?

Private homes in Mountain Village and Telluride with chef's kitchens and large entertaining spaces are being considered for Telluride Reserve 2020 (August 13-16).

Are there marketing partnership opportunities?

Brand marketing partnerships are developed on an individual basis. These partnerships focus on creating relevant and authentic opportunities for brands while elevating the guest experience in traditional and non-traditional ways. Interested partners are encouraged to review the 2019 Branding Opportunities or contact Executive Director Ann Hurley Barker at ann@telluridereserve.com.



Talent (*winemakers*)

Adam & Andrew Mariani

Scribe Winery in Sonoma, California—founded in 2007 on a property that pioneered pre-prohibition Sonoma Valley winemaking—is managed by fourth-generation California farmers and brothers, Andrew and Adam Mariani. Andrew and Adam believe that the best wines are a result of a healthy relationship between man and nature, and that a vineyard managed in harmony with the greater ecosystem results in more site-specific wines that represent a sense of time and place.

Baron Ziegler & Steve Graf

After founding Healdsburg, California-based Banshee Wines in 2009, Steve Graf and Baron Ziegler started their own European wine importing business, Valkyrie Selections in 2011. Their newest Sonoma creation, Valravn Wines, defines Sonoma County’s potential: coastal Chardonnay and Pinot Noir, sumptuous Old Vine Zinfandel and under-the-radar Cabernet Sauvignon. The two run their businesses from both coasts, with Baron residing in Healdsburg and Steve in Brooklyn, NY.

Christopher Chan

An expansive knowledge and understanding of world-class wines has earned Christopher Chan an Advanced Sommelier Certification through the Court of Master Sommeliers. A food and beverage professional, Chan has an extensive history working in the industry, including as director of wine and spirits for the prestigious Rainier Club. Christopher’s love of all things wine led him to co-found Coral Wines, a winery producing Provence-style Rosé with grapes from Naches Heights, Yakima, Columbia, and Walla Walla Valleys.

Carlo Mondavi

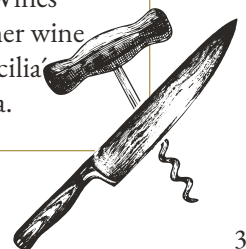
Carlo Mondavi is a fourth-generation winegrower who, with his brother Dante, founded the RAEN winery in 2013. Growing up in the winemaking business, Carlo studied at the University of Aix-en-Provence in France and in Italy. Carlo also worked a harvest at Domaine Dujac in Burgundy and attributes this experience as one of the stylistic cornerstones to his philosophies in farming and winemaking at RAEN. After his formal studies were complete, Carlo worked with his father’s winemaking team at Robert Mondavi and Opus One. As winemakers and farmers, Carlo and Dante attribute a great deal of what they have learned to their grandfather, Robert, and father, Tim, both who influenced them from a young age.

Dan O’Brien

From stock boy to winemaker, Dan got his start working with wine at a young age while bussing tables in Rhode Island. With no formal training, he earned a position as a sommelier at Grill 23 & Bar in Boston. There he learned about the great wines of the world, how to source and sell them. After a decade building some of the largest restaurant wine cellars in the country, Dan moved to California where he worked his way into managing the operations for wineries in the Napa Valley, most notably Dan was the COO at the historic Larkmead Vineyards in Calistoga. Dan founded Gail in 2013, a wine label that celebrates the memory of his mother.

Diana Kelley

Diana Kelley holds a Bachelor of Science in Food Science and Engineering by the Monterrey Institute of Superior Studies ITESM (Mexico) and a Master of Science in Viticulture, Enology and Terroir management by ESA École Supérieure d’Agriculture (France). She also completed the level 3 certification by the WSET Wines and Spirits Education Trust (New York). She worked with Pernod Ricard in Mexico before continuing her wine studies in Europe. After working for Vins du Monde in Paris, she eventually worked for Tempos Vega Sicilia distributor in France. In April 2016, Diana became Tempos Vega Sicilia’s Regional Manager for America.



Evan Goldstein

Evan Goldstein’s career started in the kitchens of Paris and California. In 1984 he joined his mother, Chef and Author Joyce Goldstein, in opening the celebrated San Francisco restaurant, Square One. In 1987 he became the eighth American and youngest ever at the time to pass the prestigious Master Sommelier examination. Since 1990, Evan has created wine education programs and service hospitality schools. Evan continues to train and examine candidates for the Court of Master Sommeliers as a Founding Board member. Evan is the author of several books including *Five Star Service*, *Perfect Pairings*, *Daring Pairings* and *Wines of South America*.

Greg Ralston

Blending the business and creative sides of winemaking, Greg Ralston’s partnership with esteemed Oregon winemaker Isabelle Meunier resulted in Lavinea Winery, makers of single vineyard wines. Greg spent more than 25 years in management positions with wine producers from Italy, Burgundy, and the Napa Valley among others. As president and CEO of Evening Land Vineyards in 2012, Greg oversaw related wineries in California, Burgundy, and Oregon. It was during this period, working with Isabelle, they produced some of Oregon’s most highly acclaimed Pinot Noirs and Chardonnays.

Jayme Henderson & Steve Steese

Jayme Henderson and Steve Steese, owners of The Storm Cellar/Vineyard & Winery, are former Denver sommeliers who gave up the restaurant life to create their own wines in Hotchkiss, Colorado. Recently selected as members of the 2019 Colorado FIVE team of top chefs and beverage professionals, these two want to elevate the Colorado wine experience, powered by their passion for growing high-altitude grapes.

Mark Hyman

A key figure in the Texas wine industry, Mark Hyman is president and CEO of Llano Estacado Winery, the state’s largest premium winery. With an extensive background in winery management, Mark has been part of the Llano Estacado team for more than 25 years. Llano Estacado now boasts an extensive list of awards from wine competitions around the world.

Noah Dorrance

Noah is a Missouri native who has been making benchmark Pinot Noir in Northern California for 15 years, working with top sites on the Sonoma Coast like Rice-Spivak and Kiser, and Wendling Vineyards in the Anderson Valley to craft elegant and soulful wines. Noah was previously a co-founder of Banshee Wines and Valkyrie Selections. He runs Reeve Wines with his wife, Kelly, and their two children, Remy and Reeve.

Rajat Parr

Rajat Parr, a sommelier turned winemaker, oversaw the wine program of the Michael Mina restaurant group before starting his own wineries in Oregon and Santa Rita Hills in Santa Barbara. Mr. Parr makes wine in a Burgundian style with his Sandhi and Domaine de la Côte wines. He’s a James Beard award-winning author and a foremost expert on Burgundy wines.

Tim Mondavi

Tim Mondavi is the visionary and creative force behind Continuum Estate. He has devoted his life to enhancing the art of wine. In 1974, Tim joined the winemaking team at Robert Mondavi Winery. There Tim guided wine research programs, led the development of Napa’s Appellation system and mentored many winemakers over the years. Early on, he began using the term “winegrower” instead of winemaker, to identify his belief that the personality of great wine is a manifestation of the soil, climate and the people involved.



Wally Collins

A restaurateur and pub owner for more than four decades, Wally’s interest in all things Ernest Hemingway has taken him to Spain, France, Italy and Cuba where he delivered three research papers at the semi-annual Hemingway Conference in Havana. This passion also took him to Key West where he first entered the Hemingway Look-Alike’s Society Look-Alike contest in 2009 and went on to win the esteemed title in 2014. The gathering originated in 1981 and not only celebrates Hemingway’s work as author and sportsman; it also raises scholarship funds for local students.

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Talent (chefs)

Bruce Mattel

Bruce is senior associate dean at The Culinary Institute of America, responsible for the curriculum, instruction, program development, and food quality of four on-campus public restaurants. He was executive chef at several New York City establishments.

Daniel Patterson

Award-winning chef Daniel Patterson is a leading proponent of California cuisine and founder of the Alta Group, which includes the Michelin-starred Coi, Alta, Aster, Alfred’s and Plum Bar. Not bad for someone who skipped culinary school and opened his own restaurant in Sonoma at age 25. Over the years, Chef Patterson has garnered multiple nominations from the James Beard Foundation and won the Best Chef: West award in 2014. He also co-authored the book, *The Magic of Essential Oils in Food and Fragrance*.

Greg Kuzia-Carmel

Greg Kuzia-Carmel is the chef and owner of Camper in Menlo Park, California. His cooking pedigree is rooted in experiences at Per Se in New York City, Quince and Cotogna in San Francisco and with Ken Oringer in Boston. Camper celebrates the hyper-seasonality and bounty of California, working closely with small farms, producers and craftsfolks to create a unique dining experience at the heart of Silicon Valley.

Jason Potanovich

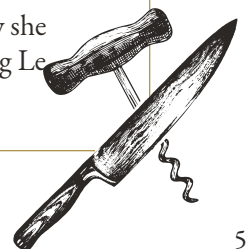
Jason Potanovich is the culinary-chef coordinator and lead chef-instructor at the Culinary Institute of America in New York City. His experience as an executive chef, restaurant consultant, and sous-chef ensure you’re in for a meal crafted with savoir faire.

Jennifer Jasinski

Winner of the James Beard Award for Best Chef: Southwest in 2013 and nominee for Outstanding Chef in 2016, chef Jennifer Jasinski helped put the Denver culinary scene on the map with her landmark Rioja restaurant. Her passion for Iberian cuisine is evident in all her restaurants, several in the Denver area. Before landing in Denver, she worked in kitchens on both coasts, including time in Los Angeles with Wolfgang Puck.

Katy Millard

James Beard finalist (2017, 2018, 2019) Katy Millard was so impressed with a meal in Paris at Guy Savoy she implored Chef Savoy for a job. Within three years, she cooked at the best restaurants in France, including Le



Château de la Chèvre d'Or, Le Grand Hotel in St Jean-Cap Ferrat, and La Table du Lancaster. Later, Chef Millard joined Daniel Patterson's team at Coi in San Francisco, and soon moved to Portland, Oregon, where she opened a pop-up restaurant named Coquine. Its success led to a brick and mortar home in 2015 where Coquine was named one of "America's Best New Restaurants" by *Bon Appétit*.

Marc Murphy

Marc Murphy is a chef and restaurateur who has been cooking in some of the world's most esteemed kitchens for almost 30 years. He is a regular judge on Food Network's top-rated show, Chopped, as well as Chopped Junior and has appeared on other hit series such as Guy's Grocery Games, Beat Bobby Flay, Worst Cooks in America and the Rachael Ray Show. He is also the author of *Season with Authority: Confident Home Cooking*.

Mark Tarbell

Chef Mark Tarbell is a James Beard-nominated chef, restaurant owner, Emmy-nominated television host and wine columnist. Chef Tarbell is the owner of the popular Tarbell's Restaurant as well as The Wine Store and The Tavern in Phoenix. Tarbell hosts a weekly dining show on PBS. He is a two-time inductee to The Arizona Hall of Culinary Fame, and his restaurants have earned more than 50 "Best Of" city and industry awards.

Max MacKissock

Joining Chef Jasinski in the kitchen is Max MacKissock, culinary director and partner of Culinary Creative Group. His years of studying technique and tradition in Italy have earned him recognition from the industry and his peers. He has been recognized as 'Denver's Best Chef', earned a spot on 'America's 50 Best New Restaurants' from *Bon Appétit*, and was awarded Denver's first-ever four-star review from *The Denver Post*.

Paolo Canclini

Chef Paolo Canclini is the owner of Telluride's award-winning restaurant Rustico, where a dedication to authentic Italian cuisine has earned both restaurant and chef an impressive list of awards. Coming from the village of Bormio in the Valtellina region of Italy, Chef Canclini delights his customers with flavors of Italian dishes paired with exquisite wines from every corner of Italy.

Sarah Scott

As part of the famed Mondavi team, Chef Sarah Scott has cooked and traveled the world, sharing the philosophy and flavors of the Napa Valley. She has cooked alongside Thomas Keller, Julia Child, Jacques Pepin, Alice Waters, and other top chefs. Today, she has her own business as chef and consultant to wineries and restaurants around the country.

