

2017

Friday & Saturday
August 18 & 19, 2017
Downtown Asheville, NC

ASHEVILLE WINE & FOOD FESTIVAL

Featuring
**SWEET
& SAVORY**
Sponsored by
CAPITAL *at* PLAY



THIS YEAR, **SAVOR** THE MOUNTAINS
LIKE NEVER BEFORE

With nationwide recognition for being one of the top culinary and wine destinations, this vibrant and eclectic mountain city once again brings you the Asheville Wine and Food Festival. Thank you for joining us for this exciting two-day event in the heart of downtown to celebrate the chefs, restaurants, vineyards, distilleries, breweries, and farmers who have elevated Asheville's status to a "Foodtopian Society".

AshevilleWineAndFood.com

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ASHEVILLE WINE & FOOD FESTIVAL

Festival Staff

Founder
Bob Bowles

Project Manager
Kris Kraft
Contact Asheville

Media/Marketing
Melissa Mathews
Audience NEXT

Musicians
Redleg Husky

Photography
Cindy Kunst
CLicKs Photography

In its 9th year, the Asheville Wine and Food Festival returns to offer a culinary weekend of food, drink, and fun. This festival has been named as a Top 20 Event by the Southeast Tourism Society. Inspired by our loyal attendees and vendors alike, we bring you the finest regional, national, and international wines, exceptional craft beers, spirits, and handcrafted artisanal foods for palate-pleasing indulgence. Enjoy two full days of the GRAND TASTING this year with renown chefs, authors, independent, farm-to-table restaurants and colorful street performers on every corner, finishing with SWEET & SAVORY on Saturday evening. Savor the mountains like never before...at this year's Asheville Wine & Food Festival!



Bob Bowles
Founder, Asheville Wine & Food Festival



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Friday Highlights

Chef George Delidimos
Golden Fleece

Chef Don Paleno
The Colorful Palate

Chef TJ Centanni
Calypso St. Lucian Caribbean Cuisine & Rum Bar

Chef Anthony Cerrato
Strada Italiano

Saturday Highlights

Chef Kyle Allen
Mountain Madre Mexican Kitchen & Agave Bar

Chef Scott Ostrander
Red Stag Grill

Chef Duane Fernandes
Isa's Bistro & Hemingway's Cuba

Chef Matthew Miner
Jargon Restaurant

PRIME BBQ Kickoff Event
1:00 pm on Friday
with Pitmaster Christopher Prieto

CHEF HIGHLIGHT SERIES

MAIN COURSE



Slow Food® Asheville

Good, Clean and Fair Food

The motto of Slow Food Asheville is Good, Clean and Fair Food. The local nonprofit chapter, Slow Food Asheville has been in existence since 2003. Slow Food is an idea, a way of living and a way of eating. It is, as one could imagine the exact opposite of what fast food is all about. Slow Food is a global grassroots movement with thousands of members around the world that links the pleasure of food with a commitment to community and the environment - food that is good for those who eat it, for the planet and for the people that grow it.

Slow Food Asheville, the local chapter or convivium is blessed with an abundance of tailgate markets, organic growers, food artisans and incredible restaurants. The slow food mission is to promote and preserve the food culture of the Western North Carolina region through the relationships between farmers, the table, families and the community with whom we share our food.

In order to fulfill the mission, the Slow Food Asheville chapter works alongside other local chapters in the area. There has been copious

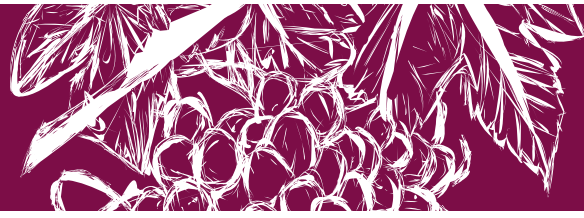
amounts of collaboration between the Foothills chapter of Slow Food with their central location being Polk County. The two chapters have specifically worked together to promote the Heritage Food Project which first began in 2015. The goals of the project are to grow a heritage food from the region (the rarer the better), eat this food and save the seeds all while promoting the history of the heritage food that's so special to this area.

A monthly newsletter is published and posted on the Slow Food Asheville website as well as blog posts. Go to slowfoodsasheville.org to sign up and read the latest newsletter, check out the blog or find out how to become involved with the group.

If you are interested in finding out more about this year's Heritage Variety Project featuring the Cherokee Purple Tomato and Slow Food Asheville, you can visit the website at www.slowfoodasheville.org.



Wine



Wine Competition

In conjunction with the Asheville Wine & Food Festival, the French Broad Vignerons' annual competition is especially significant for the wineries of North Carolina because Gold and Double Gold Medalists will be considered to participate in the FBV Benchmark Program. This program compares Western NC and North Carolina wines with international and highly regarded American wines. Non-commercial winemakers from across North Carolina are also invited annually to submit wines for the Asheville Non-Commercial Wine Competition. Western North Carolina is defined as the two geographic areas shown in the Mountain and Western Piedmont maps in the North Carolina Wine Guide. Wines in the Asheville International Wine Competition are judged using the unique judging



format of the Asheville International Wine Competition, which more specifically means each wine is judged by two different judging teams to assure quality evaluations. A modified version of the Davis Card is used for judging. Western North Carolina wines that earn a Gold or Silver medal are entitled to call themselves a BOTA wine - Best Of The Appalachians.

Best of the Appalachians

Best of the Appalachians (BOTA) is a designation earned by Western North Carolina wines that earn a Gold or Silver medal. To be a BOTA wine, the grapes used in the wine must be from Western North Carolina and the wine must be produced in WNC as well. The French Broad Vignerons promote these special wines annually at the Festival.

The French Broad Vignerons

The French Broad Vignerons is a non-profit organization dedicated to the service and support for Western North Carolina vineyards, orchards, wine and cider makers and their products. The organization provides wine evaluation and promotion of the wide variety of quality wines in the region. There are currently 17 commercial members of the French Broad Vignerons, including the most visited winery in America and some very small boutique wineries. The French Broad Vignerons promote the wines of the region, wine tourism, the growth of wineries, and this unique territory of the mountains. The French Broad Vignerons conduct Benchmark activities to assess regional wines in comparison to other areas local and international. The organization also conducts an annual wine competition in conjunction with the Asheville Wine and Food Festival.



Award Winning Wineries

double gold

Burntshirt Vineyards - NC - Cabernet Franc Reserve - 2015
Goodwater Vineyard - TN - Corot Noir - 2014
Parker-Binns Vineyard - NC - Chardonnay - 2016
Sanctuary Vineyards - NC - Whalehead White - 2015
Sanctuary Vineyards - NC - OBX Ice - 2016
The Winery at Seven Springs Farm - TN - Riesling - NV
The Winery at Seven Springs Farm - TN - Moscato - NV
The Winery at Seven Springs Farm - TN - Southern Belle - NV
Watauga Lake Winery - TN - Duncan Hollow - 2015

gold

Burntshirt Vineyards - NC - Cabernet Sauvignon Reserve - 2015
Burntshirt Vineyards - NC - Meritage Reserve - 2015
Burntshirt Vineyards - NC - Reserve Chardonnay - 2014
Burntshirt Vineyards - NC - Gruner Veltliner - 2016
Burntshirt Vineyards - NC - Vidal Blanc - 2016
Cades Cove Cellars - TN - Firefly - NV
Elkin Creek Vineyard - NC - Vin Doux - 2011
Elkin Creek Vineyard - NC - Viognier - 2016
Fontaine Vineyard - NC - Riesling - 2015
Goodwater Vineyard - TN - Everything's Peachy - NV
Goodwater Vineyard - TN - Goodwater Raz - NV
JOLO Winery and Vineyard - NC - Crimson Creek - 2016
JOLO Winery and Vineyard - NC - Jolotage - 2015
JOLO Winery and Vineyard - NC - Pilot Fog - 2016
Jones von Drehle Vineyards - NC - Tempranillo - 2015
Parker-Binns Vineyard - NC - Pea Ridge Red - 2014
Piccione Vineyards - NC - Nero - 2014
Raffaldini Vineyards - NC - Vermentino Superiore - 2016

Sanctuary Vineyards - NC - Aglianico - 2015
Sanctuary Vineyards - NC - Coastal Collage - 2015
Silver Fork Vineyard and Winery - NC - Cabernet Franc - 2015
The Winery at Seven Springs Farm - TN - Farmhouse White - NV
The Winery at Seven Springs Farm - TN - Heritage Red - NV
The Winery at Seven Springs Farm - TN - Vineyard White - NV
The Winery at Seven Springs Farm - TN - Royal Blue - NV
The Winery at Seven Springs Farm - TN - Muscadine - NV
Watauga Lake Winery - TN - Bearly Peach - 2016

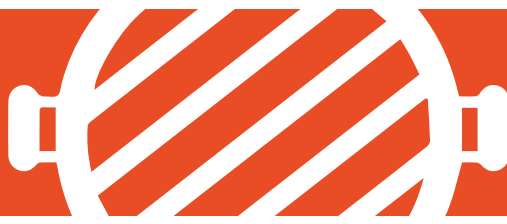
bronze

Cades Cove Cellars - TN - Sweet White Muscadine - NV
JOLO Winery and Vineyard - NC - JOLO Pink - 2016
JOLO Winery and Vineyard - NC - Happy Endings - 2015
Sanctuary Vineyards - NC - Handcrafted Viognier - 2016
Sprout Springs Estates - TN - Riesling - 2016

silver

Adagio Vineyards - NC - Vivace - 2016
Adagio Vineyards - NC - Minuet - 2014
Adagio Vineyards - NC - Coda - 2014
Addison Farms Vineyard - NC - Gratitude - NV
Addison Farms Vineyard - NC - Five Twenty Nine - 2015
Addison Farms Vineyard - NC - Red Dress - 2015
Cades Cove Cellars - TN - Chardonnay - 2015
Cades Cove Cellars - TN - Fall Bounty - 2014
Cades Cove Cellars - TN - Riesling - NV
Cades Cove Cellars - TN - Blackberry - NV
Elkin Creek Vineyard - NC - Rossa - 2015
Fontaine Vineyard - NC - Rose - 2014
Fontaine Vineyard - NC - Cabernet Sauvignon - 2015
Goodwater Vineyard - TN - Seyval Blanc - NY
Goodwater Vineyard - TN - Goodwater Black - NV
JOLO Winery and Vineyard - NC - Golden Hallows - 2016
Jones von Drehle Vineyards - NC - Steel Chardonnay - 2015
Jones von Drehle Vineyards - NC - Barrel Chardonnay - 2015
Jones von Drehle Vineyards - NC - Petit Manseng - 2015
Jones von Drehle Vineyards - NC - Cabernet Franc - 2014
Jones von Drehle Vineyards - NC - Petit Verdot - 2014
Mountain Brook Vineyards - NC - Chardonnay - 2014
Mountain Brook Vineyards - NC - Pinot Grigio - 2015
Mountain Brook Vineyards - NC - Cabernet Sauvignon -
Mountain Brook Vineyards - NC - Petit Verdot - 2013
Mountain Brook Vineyards - NC - Magis Red Blend - NV
Parker-Binns - NC - Petit Manseng - 2016
Parker-Binns - NC - Rose - 2016
Piccione Vineyards - NC - Vermentino - 2015
Piccione Vineyards - NC - Unoaked Chardonnay - 2015
Piccione Vineyards - NC - Sangiovese - 2014
Raffaldini Vineyards and Winery - NC - Bella Misto - 2015
Raffaldini Vineyards and Winery - NC - Pinot Grigio - 2016
Raffaldini Vineyards and Winery - NC - La Dolce Vita - 2016
Raffaldini Vineyards and Winery - NC - Sangiovese Classico - 2014
Sanctuary Vineyards - NC - Wild Pony White - 2016
Sanctuary Vineyards - NC - The Triangle - 2016
Sanctuary Vineyards - NC - Pearl - 2016
Sanctuary Vineyards - NC - Chardonnay - 2016
Sanctuary Vineyards - NC - Handcrafted Cab Franc - 2015
Sanctuary Vineyards - NC - Double Barrel - 2015
Sanctuary Vineyards - NC - Shipwreck - 2015
Silver Fork Vineyard and Winery - NC - Chambourcin - 2015
Silver Fork Vineyard and Winery - NC - Four Dog Red - NV
Sprout Springs Estates - TN - Smoky Mountain Rose - 2015
Sprout Springs Estates - TN - Blackberry - 2016
Sprout Springs Estates - TN - Cabernet Franc - 2015
Sprout Springs Estates - TN - Chardonnay - NY
The Winery at Seven Springs Farm - TN - James's Peach NV
The Winery at Seven Springs Farm - TN - Red Muscadine - NV
Watauga Lake Winery - TN - Tart N' Blue - 2015

Wine Tasting Notes

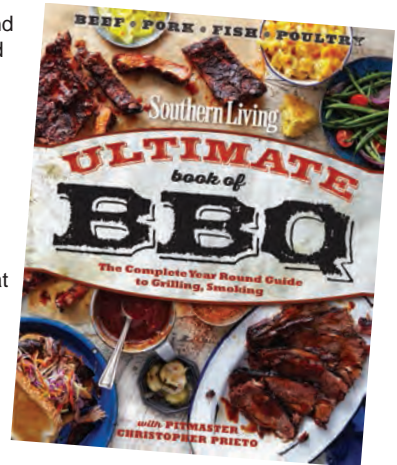


A New Grade of Barbecue



Christopher Prieto is a champion pitmaster, author, instructor, bbq judge and owner of PRIME Barbecue in Knightdale, NC. His journey into cooking and the world of barbecue began when he was a child. Fond memories of Texas and his desire to find the "soul" of barbecue sent him on a personal quest to perfect the art and science of slow-smoked meats. Today, after years of cooking on the professional barbecue circuit, Christopher believes he has finally achieved what he considers "barbecue excellence" with his own signature style that fuses together elements of Texas, Kansas City and North Carolina flavors. Christopher was featured on Season 5 of the TV program "BBQ Pitmasters" and published his first book with Southern Living entitled "Ultimate

Book of BBQ: The Complete Year-Round Guide to Grilling and Smoking". After this year's 2017 Asheville Wine & Food Festival kickoff BBQ event, you can continue to follow Christopher and PRIME Barbecue at prime-bbq.com.



Barbecue

Barbecue is an outdoor cooking method that smokes the meat over wood or charcoal. This slow cooking method over indirect low heat develops a distinguishable flavor as it smokes the food. Grilling is a quicker process over a higher direct heat, thereby producing less smoke. Barbecue has evolved all over the world, and offers a wide variety of delicious regional variations.

Prime BBQ

What style of barbecue do we serve? Our own. Prime Barbecue brings together the best of all great BBQ techniques to create something uniquely its own. The process begins with the best meats, seasoned with perfect spice blends and then smoked with 100% hardwood for many, many hours until the perfect harmony of smoke, flavor and tenderness emerges. Christopher originally developed Prime Barbecue to inspire, educate and demonstrate the processes, techniques and traditions behind the art of smoking. Learn from the master...more information and class enrollment online at www.prim-bbq.com.

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- Fuji Apple & Ginger
- Valencia Orange Peel
- Wild Blackberry & Sage



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COCKTAIL



WHAT IS ASHEVILLE COCKTAIL *Week*



Asheville Cocktail Week is a celebration of the art of mixology and craft spirits, combining the best talent and trends the industry has to offer. This week long event provides something for everyone from industry to the occasional cocktail drinker. For information and tickets: CarolinaCocktailWeek.com



The Art of Mixology

Mixology describes the ability to mix cocktail drinks as an art form. Although the definition of mixology is the study or skill of preparing such mixed drinks, a mixologist mixes and invents cocktail drinks with a level of unique ability.

The Details of the Draw

Developed in May of 2016, Asheville Cocktail Week became the first full week-long cocktail event in the Southeast. After four successful years grown around a single mixology event, ELIXIR, the decision was made to expand on its own. The calendar includes competitions, guest bartenders, tastings, cocktail crawls, educational seminars, spirit pairing dinners, dance parties and so much more. In its very first year mixologists traveled across the country, drawn by events sponsored by Beam Suntory. With the attraction of guests toward a great number of regional distilleries, this one week gains ground on being one of the largest cocktail and distilling events available for attendance by the public. Follow Asheville Cocktail Week throughout the year for announcements on upcoming events at every price point as we continue to build on this foundation and include even more distilleries, bars, mixologists, and sponsors in 2018!

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want to make . You're a food nerd but you

don't have any  skills. We got you.

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SWEET & SAVORY

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AN AW&FF SIGNATURE EVENT

This year, the Asheville Wine & Food Festival brings you SWEET & SAVORY, a lively expansion of the palate. Formerly known as SWEET, an evening of luscious desserts with which you've grown familiar, we are always trying to broaden our basis of exploration and enjoyment. This signature event will be held after the Grand Tasting event on Saturday, August 19th, at the Renaissance Atrium and Ballrooms in Downtown Asheville. Come listen to music, sample new flavors, and leave fully satisfied as your taste buds dance the evening away!



TIPS FOR THE GRAND TASTING, A DELECTABLE TWO-DAY EPICUREAN EXPERIENCE



SHOPPING STRATEGY:

A festival tote will be provided for purchases when selecting souvenirs, and coordination may be requested as needed from our volunteers... compliments of your Asheville Citizen-Times.

STAY POISED:

Juggling wine, plate, and more can prove challenging. Rather than turn your plate into a toppling mess, focus on one food and drink sample at a time.

PACE YOURSELF:

Plan your sampling around the events you want to see. Nosh between events and allow yourself to digest while you take in the Prime BBQ kickoff, Chef Highlight Series cooking demos, and cookbook author appearances.

HYDRATE:

Drink plenty of water. Look for hydration stations throughout the festival. Water also serves as a refreshing palate cleanser.

2017 Chef Highlight Series



Chef Don Paleno



With over 20 years of experience in the food and beverage industry, Chef Don Paleno continues to educate and push himself to be the best chef that he can be. As a prominent member of the industry, he also serves as the president of the Western North Carolina Culinary Association. ACF is the premier professional association for culinarians in the region. With over 20 years of experience spanning from Naples FL to the Asheville area, he demonstrates a flair for the eclectic appreciation of flavor.

Chef Duane Fernandes



Educated at Johnson & Wales University and then the Culinary Institute of Charleston SC, Fernandes spent much of his early career polishing his abilities in the celebrated kitchens of Charleston's four-diamond 'Peninsula Grill' and the five-diamond Jefferson Hotel in Richmond VA, then to the kitchen of Thomas Keller's iconic three-star 'Per Se' in New York. Leading the culinary team at 'Isa's Bistro' after 'Horizons' restaurant at the Grove Park Inn Resort & Spa, Chef Fernandes all-new 'Hemingway's Cuba' will feature small and large plate Cuban inspired dishes. He will introduce a delectable alternative to everyday cuisine at this year's festival.



2017 Chef Highlight Series



Chef Matthew Miner



JARGON

Chef for one of the city's newest restaurants, Jargon, Chef Matthew Miner is no stranger to competition cooking. This year, as part of the Chef Highlight Series, he will provide a sample of all he's capable of. Chef Matthew offers more than 20 years' experience in the culinary arts. He remains current with new trends, farm to table, local sustainability, and is versed in many cuisines. By way of California, his creative tastes are sure to delight in every dish prepared.

Chef Kyle Allen



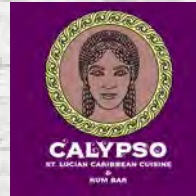
Chef Kyle Allen introduces a fresh all-new menu to Mountain Madre restaurant located in downtown Asheville. Chef Kyle is a graduate of the Cooking and Hospitality Institute of Chicago, and originally from Illinois, cooking since he started crafting pizzas as a teenager. He will bring his talent for presentation of new ideas on the plate at this year's festival. If you missed him as our first highlighted chef in the May Downtown After Five, be sure to follow all summer and find out why locals know a good thing when they taste it!



2017 Chef Highlight Series



Chef TJ Centanni



Chef TJ Centanni promises to spice up the festival with his Caribbean flair (and fare, pun intended!). An Executive Chef at Calypso, the new restaurant downtown, Centanni has mastered the art of cooking culturally authentic St. Lucian cuisine. Indulge yourself in Centanni's hearty English, French and African-inspired blend of Caribbean soul food, and we promise that you'll find yourself lost in food rife for the soul.

Chef Anthony Cerrato

Strada
italiano

Drawing influences from his Italian family recipes and researched recipes, Chef Anthony Cerrato combines the best of Italian food with Western North Carolina cuisine and locally fresh ingredients, to create an exquisite fare that will definitely satisfy your taste buds. Indulge yourself in a hearty cuisine that is sure to satisfy this festival season, made lovingly by Strada Italiano's very own Executive Chef, Anthony Cerrato.



2017 Chef Highlight Series



Chef Scott Ostrander



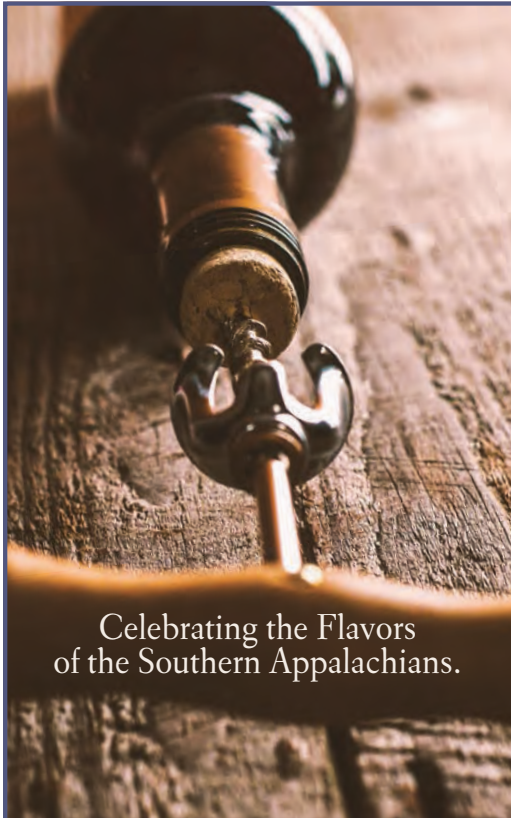
After graduating at the top of his class from the Culinary Institute of America in New York, Scott Ostrander traveled across the country to work in the kitchens of Roy Yamaguchi on the Islands of Hawaii and Oahu, the Morrison House Hotel in Alexandria, VA, in Washington, D.C. at the landmark New Heights, the Bistro in Savannah in Savannah, GA, the Mama's Boy Southern Table in the CT suburbs of NYC and now at the Red Stag Grill at the Bohemian in Asheville.

Chef George Delidimos



George Delidimos is the Executive Chef of the recently opened, Golden Fleece Slow Earth Kitchen located in North Asheville. Tucked away in Grovesville Village, Chef George has found a way to expose Asheville's to some of the Mediterranean's traditional cooking, inspired by his grandmother and heritage. He specializes in old world flavors, utilizes Asheville's and North Carolina's local ingredients all being prepared by forgotten -lost in the years- techniques.





Celebrating the Flavors
of the Southern Appalachians.



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MAKING NEW FRIENDS...



Since the festival's launch in 2009, the number of attendees and vendors have steadily increased such that it has drawn serious attention from surrounding culinary cities such as New Orleans, Charleston, and Atlanta. A number of new events were added to the menu (including SWEET, an elegant, dessert-orientated evening and ELIXIR, a mixologist competition). To promote such expansion, it's been imperative to continue to please existing attendees and vendors while attracting new ones as the festival further evolves. ELIXIR grew to include two more festival days—AMUSE and ESSENCE—before becoming its own Cocktail Week, which takes place the first week of May every year. SWEET has expanded to become SWEET & SAVORY, an elevated evening after the two-day Grand Tasting event that promotes scrumptious delectables and unique handmade items from nearby communities.

EVENTS IN 2018



APRIL 30 -
MAY 6,
2018

2018
ASHEVILLE
WINE & FOOD
FESTIVAL

10th Anniversary
Celebration

AUGUST
17 & 18,
2018

EARLY BIRD TICKETS
available in December!

SWEET
& SAVORY

August 18,
2018

FOLLOW US FOR TIPS, INFORMATION, AND PROMOTIONS ALL YEAR LONG!



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AVLWineFoodFest



avlwinefoodfest




BACONFEST ASHEVILLE

CALEB JOHNSON
1-4PM | AUGUST 26



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ASHEVILLE-AREA
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GUIDE



2017-2018

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MUSICIAN HIGHLIGHT



Redleg Husky
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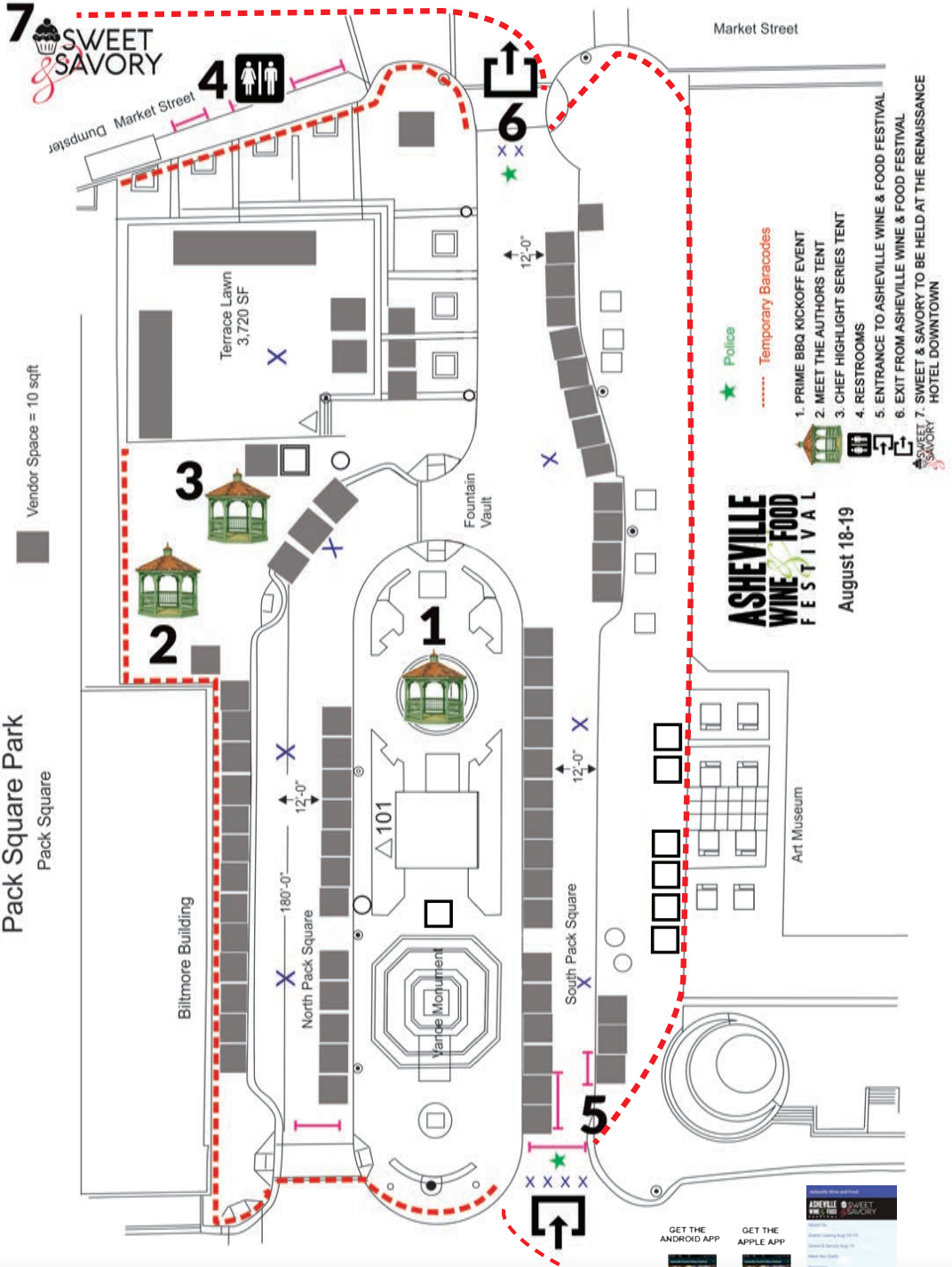


Redleg Husky is a country, bluegrass, and blues duo from Asheville, North Carolina. Since its inception in 2012, the band has been performing its unique blend of American music in barrooms, theaters, and festivals throughout the Southeast and beyond. The group has released three recordings of original music in that time, a self-titled EP in 2013, its full-length debut, *Carolina*, in 2014, and a second LP, *My Old Heart*, in 2016. Redleg Husky is excited to continue their musical evolution, developing new takes on classic songs, bringing an impassioned live show to audiences throughout the region, and pushing musical boundaries within the many sub-genres of Americana. Visit Tim McWilliams and Son the Bassman at this year's Sweet & Savory event!

SPECIAL THANKS TO OUR MEDIA PARTNERS!



MAP FOR GRAND TASTING



1. PRIME BBQ KICKOFF EVENT
2. MEET THE AUTHORS TENT
3. CHEF HIGHLIGHT SERIES TENT
4. RESTROOMS
5. ENTRANCE TO ASHEVILLE WINE & FOOD FESTIVAL
6. EXIT FROM ASHEVILLE WINE & FOOD FESTIVAL
7. SWEET & SAVORY TO BE HELD AT THE RENAISSANCE HOTEL DOWNTOWN

ASHEVILLE WINE & FOOD FESTIVAL
August 18-19

GET THE ANDROID APP

GET THE APPLE APP



Use the **AWFF17 festival app** to plan your visit, rate your favorite vendors, tag friends and share your experience with other festival goers all weekend long!