

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL

June 3-9, 2019

Marketing & Promotions Report

Prepared by: **THOMPSON & BENDER**

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL

1 Week

7 Events

7,000+ Attendees

100+ Restaurants

150+ Wines, Beers & Spirits

2 Great Charities

Another Successful Year!

Event Overview

Westchester Magazine's 9th Annual Wine & Food Festival was a spectacular week-long extravaganza featuring world-class wines, gourmet food, signature beers, amazing spirits, award-winning chefs and notable wine experts. Widely recognized as one of the premier culinary gatherings in the Northeast, it once again attracted over 7,000 attendees from the NY Metro Area.

After a private **Kickoff Party at Fortina** Yonkers, the week's festivities started off with **Salute! A Wine Tasting Tour of Italy at Gigante**, which featured the finest Italian wines from every wine region in Italy plus three wine seminars by world-renowned wine educator Kevin Zraly. Guest also enjoyed a variety of Italian specialty food from Gigante, DeCicco's and Ace Endico before the option for a specialty dinner prepared by Gigante.

Next up was **Taste & Style at Savor Westchester**, which featured five top bartenders competing in the 2nd annual Bartender Shake-off to make the best Gin Mare cocktail for our celebrity judges panel. Highlights of the night included a one-on-one interview between News12's Tara Rosenblum and Food Author/2018 Food Network Star Jess Tom, wine, food, cocktails, fashion, makeovers, shopping, raffles and more with music provided by DJ Mestizo. Another event at Savor Westchester was the **Jr Chef Experience**. This hands-on event encouraged kids to learn cooking skills like pizza making and crafting healthy desserts while providing a chance to learn from Chopped Jr Champion Elizabeth Oakes and Chopped Siblings winners Arielle and Alfie Wayner during two chef demonstrations.

New this year was the **Food Truck Festival at Cross County Shopping Center**, which featured samples from some of the area's hottest food trucks! While McLean Avenue Band provided live music, guests enjoyed beer, wine, margaritas and a fun gaming tent where they could compete against friends in between bites.

Furthermore, the iconic **Burger & Beer Blast** at Kensico Dam Plaza added a brand new judge's panel that named the first ever "judge's choice" award on top of the people's choice vote for Westchester's Best Burger. Lastly, the **Grand Tasting Village** expanded its Connoisseurs Tent with two wine seminars led by Kevin Zraly, which perfectly complimented the signature chef demos that included Chef Rafael Palomino, CBS2's Mary Calvi and Chef Josyane Colwell, 2018 Food Network Star Chef Christian Petroni, and Chef Peter X. Kelly

The Wine & Food Festival has visibility and is promoted through a targeted, multi-media advertising campaign utilizing direct mail, print, point-of-sale digital, broadcast, public relations, influencers and social media.

WESTCHESTER MAGAZINE'S
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Review of Events

WESTCHESTER MAGAZINE'S
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FESTIVAL

Taste & Style at Savor Westchester

Date: Wednesday, June 5th

Time: 6:00-9:00pm

Location: Savor Westchester at The Westchester, White Plains, NY

Attendance: 800 people

In it's third successful year, Taste & Style offered guests a fun-filled evening sampling flavorful cuisines from **12 different restaurants**, sipping delicious **Gin Mare** cocktails and **Whispering Angel Rosé** all while checking out **the season's hottest fashion**. Plus, massages by Elizabeth Arden, mani's by Tutti Spa, makeovers by Sephora and many amazing **raffle prizes!**

Continued...

WESTCHESTER MAGAZINE'S
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Taste & Style at Savor Westchester

Date: Wednesday, June 5

Time: 6:00-9:00pm

Location: Savor at The Westchester, White Plains, NY

Attendance: 850 people

The highlight of the evening was the **2nd Annual Bartender Shake-off**, which challenged five bartenders to create the most delicious cocktail using **Gin Mare** and gifts for the bartenders provided by **Zwilling (double check)**.

Bartenders : Emilio Ugarte of RiverMarket Bar & Kitchen, Justin Picone of Iron Vine, Nicole Eusini of NoMa Social, William Brembs of Tredici North and Orla Quinn of Saints and Scholars.

Judges: Jess Tom, Food Author/2018 Food Network Star; Jeanne Muchnick, The Journal News; Tiffany Stacey, Influencer @breakfastatetiffany; Anthony D'Arpino, Harrison Wine Vault; Sarah Sercia, St. Killian Importing

Emcee: Katie Schlientz, Intoxikate & Kevin Zraly, Wine Expert

Winning Bartender: *Emilio Ugarte, RiverMarket Bar & Kitchen*

Taste & Style at Savor Westchester



Taste & Style at Savor Westchester



WESTCHESTER MAGAZINE'S
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FESTIVAL

Taste & Style at Savor Westchester



Jr. Chef Experience

Date: Sunday, June 9

Time: 10:00am-12:00pm

Location: Savor at The Westchester, White Plains, NY

Attendance: 400 people (225 kids)

Food, fun and family! Upon arrival, children ages 5-12 received chef hats and aprons, then spent the morning learning the basics of cooking at interactive stations like ***Wolfies Pastries, Cooking With Kids*** and ***Cooking Crew School***. The main attraction was chef demonstrations by ***Food Network's Chopped Junior Champion, Elizabeth Oakes*** AND ***Chopped Junior Siblings Winners Alfie & Arielle Wayner!*** Children also got to meet and take photo's with Butterbean's Café from ***Nickelodeon***.

Jr. Chef Experience



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Public Relations

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WESTCHESTER MAGAZINE'S
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2019 Media Coverage



26

pieces of coverage:

869M

online readership:

698K

estimated coverage views:

691

social shares:

17

links from coverage:

59

average domain authority:

5K

newsletter subscribers:

175K

circulation:

Hold the date for spring food, craft festivals

Karen Croke
Rockland/Westchester Journal News
USA TODAY NETWORK

What's better than a food festival? A food festival in spring and summer. And yes, we'll admit, it's always wise to add a craft or antiques fair into the mix. Here are some of the larger festivals coming up in the Hudson Valley. Book a few into your outlook calendar now.

March

NY State Maple Weekend

March 23-24, March 30-31: This is actually two weekends where maple producers across the state welcome families to their farms to see how maple syrup is made, taste it, have a pancake breakfast and buy the products. For the complete list of events, go to mapleweekend.com. Here are two local farms to visit:

Head to Hilltop Hanover Farm: There's a pancake breakfast at Hilltop Hanover Farm at 9, 10 and 11 a.m. both weekends. Go: 1271 Hanover St., Yorktown Heights. Tickets are \$10 for adults and \$8 for children, under 3 are free. Reservations are required at hilltophanoverfarm.org. At White Oak Farm owner Bri Hart will give a free demonstration on how tree sap is converted to maple syrup. His farm store — just like Hilltop Hanover's farm store — will be open for business. Go: 680 Croton Lake Road, Yorktown Heights.

Cronin's Maple Farm: Stop in for the pancake breakfast, 9 a.m.-3 p.m. March 23-24, March 30-31 and stick around for chainsaw carving, maple tours, and of course, sample some maple candy, popcorn and even Maple Bourbon, on this Hopewell Junction Farm. Breakfast is \$8 adults, \$4 kids. Go: 2109 Route 52, Hopewell Jct., 845-224-4620, croninsmaplefarm.com

Soukup Farms: Soukup Farms has been producing pure maple syrup on a wood fired evaporator since 1955. See how it's done then sample fresh maple syrup made with the small scale, hand crafted methods that haven't changed



Dry Aged Burger from Southern Table Bar & Kitchen, during Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla. MARK VERGARI/THE JOURNAL NEWS



Thirty-six cupcakes were entered in the amateur cupcake contest at the Gardiner Cupcake Festival. GEOFFREY WILSON/THE JOURNAL NEWS

food, of course, and live music. Go: 2-6 p.m. Saturday, noon-4 p.m. Sunday. Tickets range from \$62-\$133 with a designated driver option an additional cost. Must be 21 with valid ID to enter. Hunter Mountain, 64 Klein Ave., Hunter, tap-ny.com

May

L.A.B. Fest

May 18-19: Industrial Arts Brewing & GARNER Arts Center are putting on a weekend of collaborative art making and beer brewing on 14 acres of historic grounds called Live Art & Beer, or L.A.B. Featuring 40 breweries, performance troupes, aerialists and installations. Go: 2-6 p.m. Saturday; noon-4 p.m. Sunday. It overlaps with the annual GARNER Arts Festival, held May 19-20, from 11 a.m.-6 p.m. Wander the grounds and view exhibitions, sculptural installations and live performances. Tickets are \$8 adults, \$6 seniors, students, military, and free for kids under 14. 55 West Railroad Ave., Garnerville. 845-947-7108. garnersartscenter.org

Gardiner Cupcake Festival

May 18: Who wouldn't love a day devoted to cupcakes? This 10th annual festival includes sampling from dozens of bakers — there's 10,000 cupcakes here — contests, a 5K Cupcake Classic run, food, music, wine tastings, children's

See FESTIVALS, Page 4K

in 65 years. Go: 10 a.m.-4 p.m. March 23-24 & 30-31. 271 Halls Corners Road, Dover Plains, 845-264-3137, soukupfarms.com

Hudson Valley Restaurant Week

March 11-24. The event, which features prix-fixe three-course meals, is held once in the fall and once in the spring and is all about promoting the chefs and food of the region. It is sponsored by the Valley Table magazine. Last year, over 200 restaurants participated in Westchester, Rockland, Putnam, Dutchess and Ulster counties. A prix-fixe lunch is \$22.95, with dinner set at \$32.95. Go to valleytable.com/hvrv

Westchester County Beefsteak

March 23: More than 200 craft beers for people to try. Special appearance by MTV's Ultimate Cover Band winners, The Zoo. Go: 4-6 p.m. Tickets are \$35-\$69 for VIP access; \$18 designated driver option available. County Center, 198 Central Ave., White Plains, countycen.biz

Hudson Valley Chowderfest

March 9: Come thaw out from this winter to Chowderville and sample chills, chowders and soups from all over the Hudson Valley. Kids will love this family friendly event, especially strolling through Candy Cane Lane where you can sample and purchase local candy, cupcakes, fudge, cookies and of course chocolate! Hey adults — ever had chocolate wine? Now is your chance! Go: 1-5 p.m. March 9. Tickets are \$20; 4-Pack General Admission Special: \$68; VIP Brew Ticket: \$50. Kids under 12 are free. Mid-Hudson Civic Center, 14 Civic Center Plaza, Poughkeepsie, hvchowderfest.com

April

TAP NY Craft Beer and Food Festival

April 27-28: Head to Hunter Mountain for this annual two-day craft beer extravaganza, featuring samples from more than 130 breweries. There's also

The Journal News | Hold the date for spring food, craft festivals

Feb 22 2019

(IMAGE 1 OF 2)

circulation:

58.6K



People enjoy the second annual Wine, Cider and Food Truck Festival at Stormville Airport. RYAN SANTISTEVAN/THE JOURNAL NEWS

Festivals

Continued from Page 3K

activities. Go: Noon-5 p.m. Wright's Farm, 699 Route 208, Gardiner. gardinercupcakefestival.com

June

Fork To Fondo

June 9: This event combines hiking with food tastings. The organized ride includes stops where you can stop for chef-prepared bites at farms, along with farm tours, music, a beer garden, farm market and more. Go: Noon-5 p.m. The base camp is at Warwick Valley Winery, 114 Little York Road, Warwick.

Polish Festival

June 1-2: German Masonic Park will be transformed for this annual festival featuring traditional Polish food and beverages, Polish music, dancing, contests and competition along with hands-on arts and crafts and activities for the kiddos. Go: 11 a.m.-10 p.m. both days. 89 Western Highway, Tappan.

Food truck and craft beer festival

June 8: Third annual festival features more than 40 craft beers and more than 15 food trucks. Go: 1-5 p.m. Stormville Airport, 428 Route 216, Stormville. 845-221-6561; stormvilleairportleamarket.com

Westchester Magazine Wine & Food Festival

June 4-9: This 9th annual event features seven events over seven days celebrating food, wines, beer, spirits and award-winning chefs. Events include a Burger & Beer Bash, Grand Tasting, a junior chef experience. Go: For tickets and more information, go to winefood.westchestermagazine.com.

Hudson Valley Wine & Chocolate Festival

June 15, 16: Sip wine and sample chocolate, wine, spirits, cider, craft beer from all across our region. Celebrate the spring with over 80+ vendors and get all of your Father's Day shopping done in one location. Shop from additional vendors for honey, olive oil, fine crafts, specialty foods and more. Food trucks will be onsite with food to purchase during the event. And bands will be playing



Maple syrup and other items for sale at Soukup Farms in Dover Plains, in 2017. MARK VERGARI/THE JOURNAL NEWS



"Sunday Dinner" at The Rare Bit in Dobbs Ferry, roast beef with Yorkshire pudding. SUBMITTED

throughout the day. There is a separate Food Truck Village and dining tent area. Go: 11 a.m.-4 p.m. June 15, 16. Must be 21 and over for all ticket holders. Tickets are \$30 in advance, \$35 day of event; \$10 designated driver option available. Ulster County Fairgrounds, 249 Libertyville Road, New Paltz. Buy tickets online at eventbrite.com.

More fun

Sheep-To-Shawl:

April: Activities include sheep-shearing, dyeing wool, weaving cloth, tape-loom weaving, knitting, linen bleaching and every other step in the process of turning wool into cloth using 18th-century techniques. On May 14, stop by for Pinkster, a cross-cultural festival that re-creates the spring holiday with a rousing colonial-style celebration featuring music and dance. Go: Dates to be announced. Tickets \$16 adults, \$12 students, seniors, \$8 kids (3-

17), Phillipsburg Manor, 381 N. Broadway, Sleepy Hollow, 914-631-8200, hudsonvalley.org.

Lightscaapes

April 25: This dazzling display of light was created by the team behind the famous Great Jack O'Lantern Blaze. Tickets for the event go on sale April 1. Go: 525 S. Riverside Ave., Croton-on-Hudson. For times and additional information visit hudsonvalley.org.

Old Salem Spring Horse Show

May 7-12 and May 14-19: Families and equestrian fans can get up close at a world-class competition, which brings together top horses, including Olympic show jumpers from across the country. Go: \$15 adults, \$10 children/seniors. 190 June Road, North Salem, oldsalemfarm.net

The Rhinebeck Country Living Fair

May 31-June 2: You'll find a number of vendors selling antiques, vintage, handcrafted goods, art, furniture, folk art, upcycled goods, home and garden decor, plants, specialty foods and much more. It'll also feature a harvest and gourmet market, cooking demos, artisan's demonstrations and more. Go: 10 a.m.-5 p.m. each day. The Dutchess County Fairgrounds, 6636 U.S. 9, Rhinebeck

Spring Crafts at Lyndhurst

May 3-5: Spring Crafts at Lyndhurst, a celebration of all things handmade, returns to Tarrytown with hundreds of modern American artists, designers and craftspeople offering one-of-a-kind and limited-edition designs in a variety of materials. Go: Weekend pass is \$12; seniors (62+) are \$11; children 6-16 are \$4; and children under 6 are free. Mansion tours are additional. Show hours: Friday, 10 a.m.-5 p.m.; Saturday, 10 a.m.-6 p.m.; Sunday, 10 a.m.-5 p.m. Rain or shine. For more information, discount coupons, group rates and travel directions visit arttider.com or call 845-331-7900. 635 S. Broadway, Tarrytown.

The Journal News | Hold the date for spring food, craft festivals

Feb 22 2019

(IMAGE 2 OF 2)

circulation:

58.6K

Hungry for spring? Put these food festivals and craft fairs on your calendar now

Karen Croke, Rockland/Westchester Journal News Published 6:00 a.m. ET Feb. 25, 2019 | Updated 9:57 a.m. ET Feb. 27, 2019



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MORE STORIES



Taylor Swift fulfills dream of ill Westchester woman

June 17, 2019, 1:11 p.m.



'Entourage's' Johnny Drama - Kevin Dillon - spotted in Larchmont

June 13, 2019, 10:41 a.m.



Clearwater Festival is this weekend: Who's performing, where to park

June 16, 2019, 2:29 p.m.

What's ahead in 2019 Hudson Valley food festivals. Wochit, Wochit



What's better than a food festival? A food festival in spring and summer. And yes, we'll admit, it's always wise to add a craft or antiques fair into the mix. Here are some of the larger festivals coming up in the Hudson Valley. Book a few into your Outlook calendar now.

[lohud.com | Hungry for spring? Put these food festivals and craft fairs on your calendar now](#)

Feb 25 2019

(IMAGE 1 OF 2)

(est.) monthly visits: 1.31M

(est.) coverage views: 4.26K

domain authority: 77

links from coverage: 1

110

4

1

Westchester Magazine Wine & Food Festival

June 4-9: This 9th annual event features seven events over seven days celebrating food, wines, beer, spirits and award-winning chefs. Events include a Burger & Beer Bash, Grand Tasting, a junior chef experience. **Go:** For tickets and more information, go to winefood.westchestermagazine.com.

lohud.com | [Hungry for spring? Put these food festivals and craft fairs on your calendar now](#)

Feb 25 2019

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links from coverage: **1**

110 **4** **1**



ROCK ON

A star in Westchester County's food scene, the **Westchester Wine & Food Festival** draws more than 7,000 visitors from the tri-state region to sample what the area's top chefs, sommeliers and specialty food purveyors have to offer. With events peppered at various locations across the county, the June 4-9 event promises to be more spectacular than ever, with more than 100 area restaurants featured. Tickets are available now.

New this year is the Friday night event, "An Evening with Westchester's Tastemakers," an exclusive, five-course dinner in a private dining room at five of Westchester's premier restaurants. Diners can choose from X20/Xaviars on the Hudson (Yonkers), the Inn at Pound Ridge (Pound Ridge), RiverMarket (Tarrytown), Crabtree's Kittle House (Chappaqua) and La Panetiere (Rye), each featuring custom wine pairings from the Harrison Wine Vault.

The main event of the festival—the Grand Tasting Village (Valhalla)—features tastings from 50 local restaurants and more than 200 wines and spirits, chef demonstrations and a variety of food trucks. Burgers, beer, music, wine, spirits and the best grilling this side of the Hudson River come together at the Burger & Beer Bash (Kensico Dam Plaza). For the family, the Junior Chef event (White Plains) gives kids hands-on experience learning from working chefs, decorating cupcakes, making pizza and having fun.

A portion of festival proceeds benefits Feeding Westchester and the Westchester Parks Foundation. Visit winefood.westchestermagazine.com for complete details and to buy tickets.

Valley Table Magazine | Rock On - Westchester Wine & Food Festival

Mar 12019

circulation:

10K

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YOU ARE HERE: HOME / GENERIC / 15 LOCAL PLACES AND EVENTS TO GET OUTSIDE THIS SPRING Monday Jun 24, 2019 || 13:55:0

15 Local Places and Events to Get Outside This Spring

MARCH 26, 2019 BY EXAMINER MEDIA

As residents of the northeast, spring holds a special place of eager anticipation for most of us. There are many events and locations that reopen or gear back up as the warm weather arrives. So now that the clocks have sprung forward and there are glimmers of nicer weather, it's time to get outside and enjoy all that Westchester has to offer. Here are just a few ideas within a short radius from Pleasantville, brought to you by your local neighborhood Realtors at ERA Insite Realty:

Donald M. Kendall Sculpture Gardens at PepsiCo Headquarters, Purchase – opening March 30th

<https://www.pepsico.com/sculpture-gardens>

Westchester County Public Golf Courses, six 18-hole courses throughout the County, opening as weather permits

<https://golf.westchestergov.com/golf-courses/>

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[The Examiner | 15 Local Places and Events to Get Outside This Spring](#)

Mar 26 2019

(est.) monthly visits: **20K**

(est.) coverage views: **460**

domain authority: **48**

links from coverage: **1**

Westchester Wine & Food Festival, White Plains, June 4th – 9th

<http://winefood.westchestermagazine.com/>

**THOMPSON
& BENDER**

Best cocktail in Westchester? Lohud's Jeanne Muchnick will be the judge, at Bartender Shake-Off

Jeanne Muchnick, Rockland/Westchester Journal News Published 11:35 a.m. ET May 7, 2019 | Updated 11:36 a.m. ET May 7, 2019



It seems fitting, in our derivative times, that a drink dubbed the "Old Fashioned" would be having its moment. Wochit



Who has the best cocktails in Westchester?

Lohud food reporter Jeanne Muchnick will be among the judges at Westchester Magazine's Bartender's Shake-Off, to be held June 5 at Savor Westchester at The Westchester.

The Taste & Style event, part of the annual Wine & Food Festival, includes bartenders from RiverMarket Bar & Kitchen in Tarrytown, tredici NORTH in Purchase, NoMa Social in New Rochelle, Saints & Scholars in Yonkers and Iron Vine in Peekskill.

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MORE STORIES



Who will win top dog: New York or New Jersey? Voting is up to you
June 17, 2019, 10 a.m.



Local restaurateurs compete in new ABC food show
June 17, 2019, 10:18 a.m.



Pick your own: Summer harvest in Hudson Valley
June 14, 2019, 5:08 p.m.



Rockland restaurant changes its name, focus
June 13, 2019, 12:27 p.m.

lohud.com | [Best cocktail in Westchester? Lohud's Jeanne Muchnick will be the judge at Bartender...](#)

May 7 2019

(IMAGE 1 OF 3)

(est.) monthly visits: 1.31M

(est.) coverage views: 4.26K

domain authority: 77

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130



Buy Photo

Lohud food reporter Jeanne Muchnick, photographed at tredici SOCIAL in Bronxville, will be a judge at the Wine & Food Festival Bartender Shake-Off June 5. (Photo: Carucha L. Meuser/The Journal News)

It will be held from 6 to 9 p.m. in White Plains and includes a sampling of food, shopping, fashion and cocktails, including cuisine from 273 Kitchens, The Little Beet, Lulu Cake Boutique, Melt Shop and Pennylick Ice Cream.

FOOD TRUCK MASH-UP: New date, new venue

INSTAGRAM: Follow lohud_food

DINNER WITH JEANNE: Exclusive meal on The Foodie Bus

Kate Schlientz of Intoxikate and Kevin Zraly, a wine expert and author, will serve as emcees for the evening; other judges include Jess Tom, author and Food Network Star, Anthony D'Arpino of Harrison Wine Vault, Sarah Sercia, spirits division manager for St. Killian Importing, and Instagrammer Tiffany Stacy of @breakfastatiffany.

The event is \$30 and includes a \$25 Simon gift card. Tickets will not be sold at the door and those under 21 will not be admitted. Go to showclix.com/event/winefood2019 for tickets or to winefood.westchestermagazine.com.



Emilio Ugarte of RiverMarket Bar & Kitchen in Tarrytown was last year's winner in the Bartender Shake-Off. (Photo: Submitted)

More on Wine & Food Festival

This is the ninth year that Westchester Magazine has put on its Wine & Food Festival, a seven-day celebration of award-winning local chefs, gourmet food, wines, beer, and spirits. The events, which take place June 4 to 9, include Salute! A Wine tasting Tour of Italy, Taste & Style, the popular Burger & Beer Blast at Kensico Dam Plaza, a new Food Truck Festival, Winemakers Dinner, Grand Tasting Village, and Jr. Chef Experience.

Find details and tickets at winefood.westchestermagazine.com.



Who has the best hot dogs? Your vote will determine if it's New York or New Jersey

June 14, 2019, 11:55 a.m.



'The Blacklist' set medic has saved 5 lives, including his wife's

June 13, 2019, 4:17 p.m.

lohud.com | **Best cocktail in Westchester? Lohud's Jeanne Muchnick will be the judge at Bartender...**

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(IMAGE 2 OF 3)

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Find details and tickets at winefood.westchestermagazine.com.



Dry Aged Burger from Southern Table Bar & Kitchen, during Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla, June 7, 2018. (Photo: Mark Vergari/The Journal News)

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May 7 2019

(IMAGE 3 OF 3)

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links from coverage: **1**

130

Restaurants & Bars

Wine & Food Festival, Bartender Shake-off Set At Savor

The Westchester Magazine event will be held at Savor Westchester.

By Michael Woyton, Patch Staff
May 8, 2019 3:00 pm ET

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Savor Westchester Food Hall. (Courtesy photo)

WHITE PLAINS, NY — Westchester Magazine is bringing back Taste & Style and the popular Bartender Shake-off to this year's Wine & Food Festival at Savor Westchester at The Westchester, Level 4. "Taste & Style is always a fun, laid back evening at The Westchester," said Sam Wender, publisher of Westchester Magazine.

Featured Events



Jun 19
Slavery in the Colonial North: Philipsburg Manor's True Story



Jun 20
Rock Creek Lane Online Estate Auction



Jun 22
Flea Market!

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White Plains, NY Patch | Wine & Food Festival, Bartender Shake-off Set At Savor

May 8 2019

(IMAGE 1 OF 3)

(est.) monthly visits: 41.4M

(est.) coverage views: 65.1K

domain authority: 89

23 20

"The Bartender Shake-off was such a hit last year, we decided to bring it back to feature some of the most talented bartenders in the county," he said.

From 6 p.m. to 9 p.m. Wednesday, June 5, you can sample fresh and flavorful cuisine, sip delicious cocktails and then cheer on your favorite bartender during the 2nd Annual Bartender Shake-Off at 7 p.m.

Makeovers, massages, shopping, raffles and more make this an evening not-to-be-missed, organizers said. Bites from your favorite Savor Westchester eateries will be on-hand as well as samples by 273 Kitchen, Pasquale's Deli, The Crown Plaza White Plains and desserts by Lulu Cake Boutique and Pennylick Ice Cream. All guests will also receive a \$25 Simon Gift Card.

Westchester's top bartenders will compete in the fun and popular Bartender Shake-off, mixing cocktails using Gin Mare.

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The Bartender Shake-off will feature Westchester's top talents including:

- William Brems of tredici North, Purchase
- Nicole Eusini of NoMa Social, New Rochelle
- Justin Picone of Iron Vine, Peekskill
- Orla Quinn of Saints & Scholars, Yonkers
- Defending Champion Emilio Ugarte of RiverMarket Bar & Kitchen, Tarrytown

Kate Schlientz of Intoxikate will be back to emcee, along with world-renowned wine expert and author Kevin Zraly. The line-up of judges includes food author and Food Network Star Jess Tom, Anthony D'Arpino of Harrison Wine Vault, Jeanne Muchnick of The Journal News, Tiffany Stacey, influencer @breakfastatetiffany, and Sarah Sercia, the Spirits Division Manager for St Killian Importing. While the

Featured Classifieds ①

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[White Plains, NY Patch | Wine & Food Festival, Bartender Shake-off Set At Savor](#)

May 8 2019

(IMAGE 2 OF 3)

(est.) monthly visits: **41.4M**

(est.) coverage views: **65.1K**

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23

20

1. [New York City, NY News](#)
Undocumented Immigrants To Get NY Driver Licenses
2. [New City, NY News](#)
High-Speed Struggle, Heroin Seized; Horse Program
3. [New Rochelle, NY News](#)
Volunteer Opportunities Of The Week
4. [White Plains, NY News](#)
Pedestrians Hit By Car On White Plains Sidewalk
5. [White Plains, NY News](#)
White Plains 4th Of July Fireworks:

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Spirits Division Manager for St. Killian Importing. While the judges will choose just one winning cocktail, each drink will also be available for guests to sample during the evening, organizers said.

Tickets are \$30 and must be purchased in advance. [Go here](#) for complete details on ticket sales. The event is for guests 21 and over only.

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White Plains 4th Of July Fireworks:
2019 Guide

Get Tickets Nearby

Be More Chill
Saturday, Aug 03 at 2:00pm

Hadestown
Sunday, Sep 08 at 3:00pm

New York Yankees vs. Houston
Astros
Sunday, Jun 23 at 2:05pm

Get Tickets Near You

[White Plains, NY Patch | Wine & Food Festival, Bartender Shake-off Set At Savor](#)

May 8 2019

(IMAGE 3 OF 3)

(est.) monthly visits:

41.4M

(est.) coverage views:

65.1K

domain authority:

89

23

20

lohud.com | [Burger & Beer Blast: Tickets on sale now for June event](#)

May 15 2019
(IMAGE 1 OF 5)

(est.) monthly visits: 1.31M

(est.) coverage views: 4.26K

domain authority: 77

links from coverage: 4

32 4

Burger & Beer Blast: Tickets on sale now for June event

Jeanne Muchnick, Rockland/Westchester Journal News Published 10:11 a.m. ET May 15, 2019 | Updated 10:11 a.m. ET May 15, 2019



Photos: Burger and Beer Blast in Valhalla



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If you like burgers, you'll enjoy Westchester Magazine's Wine & Food Festival's Burger & Beer Blast.

Share your feedback to help improve our site experience!

MORE STORIES



Who will win top dog: New York or New Jersey? Voting is up to you
June 17, 2019, 10 a.m.



Local restaurateurs compete in new ABC food show
June 17, 2019, 10:18 a.m.



Pick your own: Summer harvest in Hudson Valley
June 14, 2019, 5:08 p.m.



Rockland restaurant changes its name, focus
June 13, 2019, 12:27 p.m.



Who has the best hot dogs?

Tickets are on sale now for the annual event, which takes place from 6 to 10 p.m. on Thursday, June 6 at Kensico Dam Plaza in Valhalla.

Not only do you get to taste the large variety of burgers, you also get to vote on them. New this year will be the first ever Judges Choice Award comprised of celebrity judges Kate Schlientz of the social media site Intoxikate, Lisa LaRocca of News 12's "Lunch with Lisa," Brad Garoon of Burger Weekly and Westchester Magazine's editor-in-chief John Turiano. The new prize will be awarded based on burger creativity, presentation and taste.

Participating restaurants include

- 3 Westerly Bar & Grill (Ossining)
- 808 Social (Scarsdale)
- AJ's Burgers (New Rochelle)
- Bread & Brine (Hastings-on-Hudson)
- BV's Grill (Nyack)
- Captain Lawrence Brewing Company (Elmsford)
- Castle Hotel & Spa (Tarrytown)
- Coals Pizza (Bronxville and Port Chester)
- Cooked & Co (Scarsdale)
- Cooper's Mill (Tarrytown)
- Dolphin Restaurant (Yonkers)
- Iron Vine (Peekskill)
- L'Inizio (Ardsley)
- Mima Vinoteca (Irvington)
- North End Tavern (New Rochelle)
- Piper's Kilt (Eastchester)
- Prime 16 (Pelham)
- RiverMarket Bar & Kitchen (Tarrytown)
- Rye Roadhouse (Rye)
- Shake Shack (Yonkers)
- Smokehouse Tailgate Grill (New Rochelle)
- Southern Table (Pleasantville)
- The Horse & Hound Inn (South Salem)
- The Pub (Yonkers)
- The Rare Bit (Dobbs Ferry)
- The Tavern at Croton Landing (Croton-on-Hudson)
- The Whitlock (Katonah)
- The Wooden Spoon (New Rochelle)
- Wellington's Grill (Harrison)
- X20 Xaviars on the Hudson (Yonkers)



Who has the best hot dogs?
Your vote will determine if
it's New York or New Jersey
June 14, 2019, 11:55 a.m.



'The Blacklist' set medic
has saved 5 lives, including
his wife's
June 13, 2019, 4:17 p.m.

lohud.com | [Burger & Beer](#)
[Blast: Tickets on sale now](#)
[for June event](#)

May 15 2019

(IMAGE 2 OF 5)

(est.) monthly visits: **1.31M**

(est.) coverage views: **4.26K**

domain authority: **77**

links from coverage: **4**

32

4

**THOMPSON
& BENDER**



Black Hills Burger from Prime 16, during Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla, June 7, 2018. (Photo: Mark Vergari/The Journal News)

Who won last year?

Coals Pizza with its beef burger with Vermont cheddar, Coals buffalo sauce and freshly made guacamole, won first place last year — its second win in a row. Rye Roadhouse in Rye which served up an Andouille bacon and beef burger topped with melted pepper jack cheese, Cajun remoulade and a summer slaw was second with Piper's Kill in Eastchester taking third with a classic cheeseburger with sauteed onions.

Live music will be provided by FDR Drive; there will also be an assortment of food trucks and dessert booths serving burger alternatives. These include Abeetz Pizza Truck, The Burger Truck, Jimmy's Soft Serve, Longford's Ice Cream and Westchester Burger Co.

In addition, festival goers will enjoy entertainment at the Empire City Casino Tent featuring gaming and gambling with "funny money," plus tasty bites and drinks in addition to a selection of cocktails prepared by Slovenia Vodka at the Mercedes-Benz of White Plains Slovenia Vodka Lounge.

Newsletters

Get the **Lohud Food** newsletter in your inbox.

Restaurant and food news from Westchester, Rockland and Putnam counties.

Delivery: Wed

Your Email →

If you go

Tickets are \$75 in advance and \$85 at the door. Go to westchestermagazine.com/winefood for more details.



lohud.com | Burger & Beer Blast: Tickets on sale now for June event

May 15 2019

(IMAGE 3 OF 5)

(est.) monthly visits: **1.31M**

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32

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**THOMPSON
& BENDER**



Scenes from the Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla, June 7, 2018. (Photo: Mark Vergari/The Journal News)

Meet Jeanne Muchnick

Lohud's food & dining reporter Jeanne Muchnick will be among the judges at Westchester Magazine's Bartender's Shake-Off, to be held June 5 at Savor Westchester at The Westchester.



Dinner with Jeanne at Tredici Social in Bronxville April 9, 2019. (Photo: Casucha L. Meuse/The Journal News)

The Taste & Style event, part of the annual Wine & Food Festival, includes bartenders from RiverMarket Bar & Kitchen in Tarrytown, tredici NORTH in Purchase, NoMa Social in New Rochelle, Saints & Scholars in Yonkers and Iron Vine in Peekskill.

Details: It will be held from 6 to 9 p.m. in White Plains and includes a sampling of food, shopping, fashion and cocktails, including cuisine from 273 Kitchen, the Little Beet, Lulu Cake Boutique, Melt Shop and Pennylick Ice Cream.

The event is \$30 and includes a \$25 Simon gift card. Tickets will not be sold at the door and those under 21 will not be admitted. Go to showclix.com/event/winefood2019 for tickets or to winefood.westchestermagazine.com.



lohud.com | Burger & Beer Blast: Tickets on sale now for June event

May 15 2019

(IMAGE 4 OF 5)

(est.) monthly visits: **1.31M**

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domain authority: **77**

links from coverage: **4**

32

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More on Wine & Food Festival

This is the ninth year that Westchester Magazine has put on its Wine & Food Festival, a seven-day celebration of award-winning local chefs, gourmet food, wines, beer, and spirits. The events, which take place June 4 to 9, include Salute! A Wine tasting Tour of Italy, Taste & Style, the popular Burger & Beer Blast at Kensico Dam Plaza, a new Food Truck Festival, Winemakers Dinner, Grand Tasting Village, and Jr. Chef Experience.

Find details and tickets at winefood.westchestermagazine.com.



Attendees lunge for the first place winner, Coal's Pizza beef burger, during Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla, June 7, 2018. (Photo: Mark Vogars/The Journal News)



lohud.com | Burger & Beer Blast: Tickets on sale now for June event

May 15 2019

(IMAGE 5 OF 5)

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domain authority: **77**

links from coverage: **4**

32

4

YOUR GUIDE TO LIVING WELL IN ARMONK, BEDFORD AND CHAPPAQUA | Friday, June 20, 2019


WHAT TO DO

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You are here: Home > What To Do > In It Around Town > What To Do With the Kids June 2019 > What To Do Armonk, Bedford & Chappaqua

What To Do With the Kids June 2019


Posted: 5:30 pm, May 20, 2019



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What To Do With the Kids June 2019: School's out soon and June is kid's month from St. Mary's Strawberry Festival to the Armonk Lion's Club Fol de Rol!

June



Jr. Chef Experience, Westchester Magazine Wine & Food Festival, The Westchester, Sun, 6/9:

10am-12pm: Kids learn basic cooking techniques and practice cupcake decorating and pizza making from working chefs at this hands-on event. Plus Chef demos from Chopped! Jr. Champions. How cool is that? (Play at The Westchester, Level 4;

(www.westchestermagazine.com)

[What To Do Armonk Chappaqua Katonah | What To Do With the Kids June 2019 \(Jr. Chef Experience\)](#)

May 20 2019

(est.) monthly visits: **1.7K**

(est.) coverage views: **284**

domain authority: **30**

links from coverage: **1**

8

Life&Style

WESTCHESTER MAGAZINE'S WINE & FOOD FESTIVAL

Annual 'Burger & Beer Blast' tickets on sale

Jeanne Muchnick
Rockland/Westchester Journal News
USA TODAY NETWORK

If you like burgers, you'll enjoy Westchester Magazine's Wine & Food Festival's Burger & Beer Blast.

Tickets are on sale now for the annual event, which takes place from 6 to 10 p.m. on Thursday, June 6 at Kensico Dam Plaza in Valhalla.

Not only do you get to taste the large variety of burgers, you also get to vote on them. New this year will be the first ever Judges Choice Award comprised of celebrity judges Kate Schlientz of the social media site Intoxikate, Lisa LaRocca of News 12's "Lunch with Lisa," Brad Garoon of Burger Weekly and Westchester Magazine's editor-in-chief John Turiano. The new prize will be awarded based on burger creativity, presentation and taste.

See **FESTIVAL**, Page 4C



Attendees lunge for the first place winner, Coals Pizza beef burger, during Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla in 2018.

MARK VERGARI/THE JOURNAL NEWS

The Journal News | Annual
Burger Beer Blast Tickets
on sale

May 22 2019

(IMAGE 1 OF 2)

circulation:

58.6K



Scenes from the Westchester Magazine's Burger & Beer Blast at Kensico Dam Plaza in Valhalla.

MARK VERGARI/THE JOURNAL NEWS

Festival

Continued from Page 1C

Participating restaurants include

- 3 Westerly Bar & Grill (Ossining)
- 808 Social (Scarsdale)
- AJ's Burgers (New Rochelle)
- Bread & Brine (Hastings-on-Hudson)
- BV's Grill (Nyack)
- Captain Lawrence Brewing Company (Elmsford)
- Castle Hotel & Spa (Tarrytown)
- Coals Pizzà (Bronxville and Port Chester)
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Live music will be provided by FDR Drive; there will also be an assortment of food trucks and dessert booths serving burger alternatives. These include Abeetz Pizza Truck, The Burger Truck, Jimmy's Soft Serve, Longford's Ice Cream and Westchester Burger Co.

In addition, festival goers will enjoy entertainment at the Empire City Casino Tent featuring gaming and gambling with "funny money," plus tasty bites and drinks in addition to a selection of cocktails prepared by Slovenia Vodka at the Mercedes-Benz of White Plains Slovenia Vodka Lounge.

If you go

Tickets are \$75 in advance and \$85 at the door. Go to westchestermagazine.com/winefood for more details.

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Find details and tickets at winefood.westchestermagazine.com.

The Journal News | Annual Burger Beer Blast Tickets on sale

May 22 2019

(IMAGE 2 OF 2)

circulation:

58.6K

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Westchester Magazine's Wine & Food Festival Burger & Beer Blast 2019

Summer's Best Block party returns to Kensico Dam Plaza with everyone's favorite summer evening, Burger & Beer Blast 2019.



IntoxiKate Kate Schlientz Professional Restaurant Recommender Food Writer + Radio Host

ABOUT KATE

BE A GUEST ON THE SHOW Reach thousands of food lovers in Westchester + Fairfield counties with 1490 WGCH. Plus, you'll receive a podcast version to share on your website and social media channels.

IntoxiKate | Summer's Best Block party returns to Kensico Dam Plaza (Burger & Beer Blast 2019)

May 23 2019

(IMAGE 1 OF 3)

Table with 2 columns: Metric and Value. (est.) monthly visits: Data not available; (est.) coverage views: 17; domain authority: 36; links from coverage: 1



A signature event during Westchester Magazine's Wine & Food Festival, *Burger & Beer Blast* takes place Thursday, June 6th from 6 p.m. to 10 p.m. and features some of the County's juiciest burgers. The competition will be fierce as ticket holders vote for their preferred burger throughout the evening and at night's end, one restaurant will receive the *Heineken Light Best Burger Award*. New this year will be the first-ever *Judges Choice Award*. A celebrity judges' panel comprised of radio host and restaurant expert Kate Schlientz of IntoxiKate, Lisa LaRocca of News 12's Lunch with Lisa, Brad Garoon of Burger Weekly and Westchester Magazine's own John Turiano will decide which restaurant takes home this new award based on burger creativity, presentation, and taste.

As the event's Official Ground Beef Sponsor, Mosner Family Brands, a third-generation, family-owned and operated meat purveyor, is providing beef for participating restaurants. Mosner Family Brands is one of the pioneers of the local food movement, having promoted New York State and regional farms dedicated to improving farm and animal welfare for more than five decades.

The Empire City Casino Tent will once again offer festival-goers a taste of gaming and gambling with "funny money," plus tasty bites and drinks. Ticketholders can test their luck at the Blackjack, Craps and Roulette tables or relax in the lounge-style furniture to take a break from the fun.

The Mercedes-Benz of White Plains Slovenia Vodka Lounge will feature a selection of cocktails prepared with Slovenia Vodka and an up-close look at some of the most luxurious vehicles on the road today.

"Festival-goers should bring their appetites to this fan favorite event. Sample sliders of every possible variety, grab a brew and enjoy a great night with friends at a spectacular outdoor venue," said Westchester Magazine Publisher Sam Wender. "Get your tickets now for the ultimate block party."

The complete list of restaurants serving up burgers is:

- 3 Westerly Bar & Grill (Ossining)
- 808 Social (Scarsdale)
- AJ's Burgers (New Rochelle)
- Bread & Brine (Hastings-on-Hudson)
- BV's Grill (Nyack)
- Captain Lawrence Brewing Company (Elmsford)
- Castle Hotel & Spa (Tarrytown)
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[IntoxiKate | Summer's Best Block party returns to Kensico Dam Plaza \(Burger & Beer Blast 2019\)](#)

May 23 2019

(IMAGE 2 OF 3)

(est.) monthly visits: Data not available

(est.) coverage views: **17**

domain authority: **36**

links from coverage: **1**

- [North End Tavern \(New Rochelle\)](#)
- [Piper's Kilt \(Eastchester\)](#)
- [Prime 16 \(Pelham\)](#)
- [RiverMarket Bar & Kitchen \(Tarrytown\)](#)
- [Rye Roadhouse \(Rye\)](#)
- [Shake Shack \(Yonkers\)](#)
- [Smokehouse Tailgate Grill \(New Rochelle\)](#)
- [Southern Table \(Pleasantville\)](#)
- [The Horse & Hound Inn \(South Salem\)](#)
- [The Pub \(Yonkers\)](#)
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- [The Whitlock \(Katonah\)](#)
- [The Wooden Spoon \(New Rochelle\)](#)
- [Wellington's Grill \(Harrison\)](#)
- [X20 Xaviars on the Hudson \(Yonkers\)](#)

FDR Drive will keep the party going throughout the evening with live music and an assortment of food trucks and dessert booths serving burger alternatives will also be on hand. These include Abeetz Pizza Truck, The Burger Truck, Jimmy's Soft Serve, Longford's Ice Cream and Westchester Burger Co.

Westchester Magazine's Burger & Beer Blast proudly supports Westchester Parks Foundation, committed to the preservation and conservation of 18,000 acres of parks and trails.

Tickets are \$75 in advance and \$85 at the door. Visit www.westchestermagazine.com/winefood for complete details on ticket sales.

By [Katie Schlientz](#) | May 23rd, 2019 | [news, westchester](#) | 0 Comments

[IntoxiKate | Summer's Best Block party returns to Kensico Dam Plaza \(Burger & Beer Blast 2019\)](#)

May 23 2019

(IMAGE 3 OF 3)

(est.) monthly visits: Data not available

(est.) coverage views: **17**

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Westchester Magazine Wine & Food Festival Brings Together Top Restaurants, Chefs, Wines and Much More

More than 100 restaurants and food trucks and over 150 types of wines, beers and spirits will fill six days of fantastic food and fun during the 9th Annual Westchester Magazine Wine & Food Festival.

The festival draws more than 7,000 people from across the New York Metro area including New York City, Westchester County, Long Island, New Jersey, and Connecticut. For 2019, Westchester Magazine is gearing up to present the biggest and best Wine & Food Festival yet, with favorites like the Burger & Beer Blast and the Grand Tasting Village joining a notable newcomer this year, the Food Truck Festival.

"Over the past nine years, this event has grown to become the signature food and beverage festival north of New York City," says Westchester Magazine publisher Sam Wender. "What started as several events spread over two days is now a six-day festival packed with food, wine, chefs, bartenders, wine masters and more!"

Events held during this jam-packed week will not just offer festival-goers a chance to sample some of the best food and beverages Westchester has to offer, but also give them a chance to support two very worthy causes. Benefiting charities are the Westchester Parks Foundation and Feeding Westchester.

Visit www.westchestermagazine.com/winefood for complete details and tickets.

Westchester Magazine Wine & Food Festival Schedule of Events

Salute! A Wine Tasting Tour of Italy

When: Tuesday, June 4th, 5:30-7:30pm

Where: Gigante Restaurant & Bar, Eastchester, NY

Ticket price: \$95 in advance, \$105 at the door; Ticket + Dinner at Gigante at 8pm: \$150 (tax, gratuity and beverages not included)

Benefitting charity: Westchester Parks Foundation

Enjoy a walk-around tasting of wines from Tuscany, Veneto, Piedmonte, Trentino-Alto Adige, Sicily and Sardinia, along



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Professional
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Recommender Food
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May 23 2019

(IMAGE 1 OF 4)

(est.) monthly visits: Data not available

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Enjoy a walk-around tasting of wines from Tuscany, Veneto, Piedmonte, Trentino-Alto Adige, Sicily, and Sardinia, along with savory and sweet Italian bites. There will also be a trio of wine seminars led by wine expert Kevin Zraly and guests have the option to attend a 3-course Italian dinner prepared by Gigante at 8pm.

Taste & Style

When: Wednesday, June 5th, 6-9pm

Where: Savor Westchester at The Westchester (Level 4), White Plains, NY

Ticket price: \$30 (includes \$25 Simon gift card) Tickets will not be sold at the door.

Be a part of this fun-filled evening featuring delicious bites and drinks, shopping, makeovers and great giveaways. A highlight of the event will be a bartender shake-off, with some of the area's top mixologists competing to create the night's best cocktail, hosted by IntoxiKate Kate Schlientz.

Burger & Beer Blast

When: Thursday, June 6th, 6-10pm

Where: Kensico Dam Plaza, Valhalla, NY

Ticket price: \$75 in advance, \$85 at the door

Benefitting charity: Westchester Parks Foundation

Westchester's hottest summer block party is back and better than ever, with 35 restaurants and food trucks, live music plus wine, beer and spirits. Taste the delicious burgers created by top local chefs competing for the coveted Heineken Light Best Burger Award and the ALL NEW Judge's Choice Award with a panel including yours truly!

Food Truck Festival

When: Friday, June 7th, 6-9pm

Where: Cross County Shopping Center, Yonkers NY

Ticket price: \$50 in advance (includes all food and beverages), \$60 at the door

Benefitting charity: Feeding Westchester

Grab your all-inclusive ticket to a food truck festival like you've never seen before, as some of the best food trucks from across the county come together for a fun-filled night of food, beer, wine and spirits. Games like pop-a-shot basketball, corn hole and Pac-Man, along with live music from The McLean Avenue Band make this night a guaranteed crowd-pleaser.



[IntoxiKate | Westchester Magazine's Wine & Food Festival Brings Together Top Restaurants, Chefs, etc](#)

May 23 2019

(IMAGE 2 OF 4)

(est.) monthly visits: Data not available

(est.) coverage views: 17

domain authority: 36

links from coverage: 1

Winemakers Dinners

When: Friday, June 7th, 6-10pm

Ticket price: \$150 (tax and gratuity not included) Tickets will not be sold at the door.

Four of the county's top restaurants will each host a one-of-a-kind *Winemakers Dinner* in the restaurant's private dining room, with exquisite cuisine specifically chosen to complement top vintage wines. Wine masters and chefs will discuss each course and wine during this intimate dinner.

Participating Restaurants & Wineries:

- Chateau Maris Wine Dinner at RiverMarket Bar & Kitchen, Tarrytown, NY
- Kermit Lynch Wine Dinner at Crabtree's Kittle House, Chappaqua, NY
- Maison Joseph Drouhin Wine Dinner at La Panetiere, Rye, NY
- Rombauer Vineyards Wine Dinner at X2O Xaviars on the Hudson, Yonkers, NY

Grand Tasting Village

When: Saturday, June 8th, 12-4pm

Where: Kensico Dam Plaza, Valhalla, NY

Ticket Price: \$85 general admission, \$95 at the door; **Party Line Connoisseurs Tent:** \$125 in advance, \$135 at the door

Benefiting Charity: Westchester Parks Foundation

The signature event of the Wine & Food Festival features tastings from 50+ local restaurants and food trucks and more than 150 wines & spirits, chef demonstrations and wine seminars. Elevate your experience with the **Party Line Connoisseurs Tent**, which offers exclusive access to top wines and delicious food.

Jr. Chef Experience

When: Sunday, June 9th, 10am-12pm

Where: The Westchester (Level 4), White Plains, NY

Ticket Price: \$25 per child (ages 5-12)

Little cooks will take part in hands-on cooking activities and experience a morning of fun at the *Jr. Chef Experience*. Children can also enjoy cooking demos and grab a photo with Nickelodeon characters. All Junior Chefs will receive a complimentary chef's hat and apron.

All events except Jr. Chef Experience are 21 and over only. No infants, strollers or dogs will be admitted.

Sponsors for this year's festival include, **Presenting Sponsors:** Blue Moon, Harrison Wine Vault, Heineken Light, Mercedes-Benz of White Plains, Party Line Tent Rentals; **Platinum Sponsors:** 100.7 WHUD, 107.1 The Peak, Ace Endico, Cross County Shopping Center, Empire City Casino, The Journal News, NewYork-Presbyterian, Nickelodeon, Paraco, SMEG, The Westchester, Westchester County Parks, Westchester Medical Center Health Network; **Gold Sponsors:** Enormous Creative, The St. Regis Residences Rye, Wine Enthusiast; **Silver Sponsors:** Chateau d'Esclans, DeCicco & Sons, Fios by Verizon, Josh Cellars, Leros Point to Point, Westchester Community College, Westchester County Tourism &

[IntoxiKate | Westchester Magazine's Wine & Food Festival Brings Together Top Restaurants, Chefs, etc](#)

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Fios by Verizon, Josh Cellars, Leros Point to Point, Westchester Community College, Westchester County Tourism & Film, Zwilling Cooking Studio; **Bronze Sponsors:** Archer Roose, Campari Group, Diplomatico Rum, Dulce Vida, Fever-Tree, Govino, Oasis Day Spa, Peak Alkalinity, Papi, San Benedetto, Southern Tier, Taconic Distillery, The Westchester Bank, White Claw Hard Seltzer, Whistle Pig Rye Whiskey; **Supported by:** Westchester County Office of Economic Development; **Ground Beef Sponsor:** Mosner Family Brands; **Wine Glass Sponsor:** Compass; **Burger & Beer Blast Partners:** David Lerner Associates, Inc., Doc James Cigar Lounge, Fios by Verizon, Robison; **Food Truck Festival Partners:** Fios by Verizon, Robison; **Event Sponsors:** 360 Huguenot, RXR, Sawyer Place.

Visit www.westchestermagazine.com/winefood for complete details, participating restaurants, chefs and ticket sales.

By [Katie Schlientz](#) | May 23rd, 2019 | [news, westchester](#) | [0 Comments](#)

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Related Posts



[IntoxiKate | Westchester Magazine's Wine & Food Festival Brings Together Top Restaurants, Chefs, etc](#)

May 23 2019

(IMAGE 4 OF 4)

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Crafts, Fairs & Festivals

SAT., JUNE 1

ASIAN HERITAGE FESTIVAL. Kensico Dam Plaza, 1 Bronx River Parkway, Valhalla. 12-6 p.m. Music and dance, entertainment, vendors and food. 914/231-4033.

SUN., JUNE 2

ANTIQUES AND ARTISANS FAIR. Ludson Park, Artoctum and Veterans Memorial, Rae. 35. Suners. 10 a.m.-4 p.m. A huge selection of antiques and works by skilled artisans in many media including wood, baskets, jewelry and textiles and food trucks. \$9 admission. 914/864-7266.

FIRST ANNUAL COMMUNITY

ART DAY. Pelham Art Center, 155 Flth Ave., Pelham. 12-4 p.m. Rain or shine. Free and open to the public. All-afternoon art activities throughout the courtyard, gallery, studios and media lab. Face painter and balloon artist Donetta Riley, will share her creations. Dorena Ross will lead participants in all-day studio art projects. 914/778-2525.

ALBANIAN HERITAGE FESTIVAL. Kensico Dam Plaza, 1 Bronx River Parkway, Valhalla. 12-6 p.m. Music and dance, entertainment, vendors and food. 914/231-4033.

WED., JUNE 5

WESTCHESTER MAGAZINE'S WINE & FOOD FESTIVAL: TASTE & STYLE AT SAVOR WESTCHESTER AND 2ND ANNUAL BARTENDER SHAKE OFF. The Westchester, Level 4, White Plains. 6-9 p.m. Ages. 21 & over only. Sample fresh, flavorful cuisine, sip delicious cocktails and cheer on your favorite bartender. Makeovers, massages, shopping, raffles and more make this an evening not to be missed. Tickets are \$30 and must be purchased in advance at www.westchestermagazine.com/winefood.

THURS., JUNE 6

WESTCHESTER MAGAZINE'S WINE & FOOD FESTIVAL: BURGER & BEER BLAST. Kensico Dam Plaza, Valhalla. 12-4 p.m. Event will feature some of the country's tastiest burgers. Ticketholders will vote for their top picks and one burger will be given the prestigious Heinekens Lite Best Burger Award. Tickets are \$25 in advance; \$85 at the door. Ages 21 & over only. [westchestermagazine.com/winefood](http://www.westchestermagazine.com/winefood).

FRI., JUNE 7

WESTCHESTER MAGAZINE'S WINE & FOOD FESTIVAL: FOOD TRUCK EVENT. Cross County Shopping Center, Yonkers. 6-9 p.m. Features a wide selection of cuisine fit for every palate. There will be something for everybody and every taste bud including Crafty Cue BBQ, Crazy Taco Mex, Empanada Mania, Five Alarm Pizza Co., Lella's Crepe Station, Shippie Joe's, Sorvaldi Truck, White Box Truck, Walter's Hot Dogs, Westchester Burger Co., Deutsch Family Wine & Spirits, Heinekens Light and Blue Moon will be on site to accompany all the delicious eats. There will also be live music and more. \$50 in advance; \$60 at the door and include all food and drinks. Tickets are available at www.westchestermagazine.com/winefood.

SAT., JUNE 8

WESTCHESTER MAGAZINE'S WINE & FOOD FESTIVAL. Kensico Dam Plaza, Valhalla. 12-4 p.m. Peter X. Kelly of Xavier's Restaurant Group will demonstrate his culinary expertise. Journalist Mary Calvi will host a book signing; Food Network star, chef Christian Petroni of the Fortina restaurant group will discuss his wholesome, seasonal fare and Rafael Palomino, owner and head chef at Sonora in Port Chester, will be in the chef demo tent as well. Grand Tasting Village tickets are \$85 online; \$95 at the door. www.westchestermagazine.com/winefood.

Westmore News | Westchester Magazine's Wine Food Festival

May 24 2019

circulation:

10K

Get Your Kid on Our Covers!

Things to Do With Kids in Westchester on June 9

By [Daily Kids Events Editor](#)
June 9, 2019

Find fun things to do today with kids in the NYC area in our [Calendar of Events](#)

These events have already taken place.

Click Here for the Latest [Calendar of Events](#)

Find free and low-cost things to do with kids in Westchester today, June 9, including fun activities and events the whole family can enjoy. See what's going on today in Westchester's museums, galleries, and libraries for some educational fun; in the parks, for outdoor and nature activities; and in the theaters, for children's concerts and performances. Plus, get details and directions on any street fairs or holiday festivals happening June 9. For even more free and low-cost upcoming events in Westchester, check out our [complete calendar of events](#).

[Armonk Lion's 45th Fol-De-Rol Festival and Crafts in the Park - Wampus Brook Park](#)
Through June 09, 2019 - Armonk

Enjoy food, games, and rides! There will be horse carriage rides and bull demonstrations on Friday and vendors on Saturday and Sunday.



[Jr. Chef Experience - Savor at The Westchester](#)

June 09, 2019 - White Plains

Spend the morning with your little ones as they learn the basics of cooking. This hands-on event encourages creativity as kids learn basic cooking techniques from working chefs. Your little culinary artists will also practice cupcake decorating, pizza making, and many other fun activities. Characters from Nickelodeon's most popular kids shows will be on-hand for meet-and-greets, so be sure to have your phones ready for pictures.

[NY Metro Parent | Things to Do With Kids in Westchester on June 9](#)

May 27 2019

(est.) monthly visits: **76.5K**

(est.) coverage views: **493**

domain authority: **54**

Wine Food Festival Whattodo Chappaqua Armonk Bedford

May 29 2019

(IMAGE 1 OF 2)



Kensico Burger &

Beer Blast, Kensico Dam Plaza, Westchester Magazine's Wine & Food Festival, Thurs, 6/6: 6-19pm: This annual event is part of Westchester Magazine's Wine & Food Festival. Hailed as the ultimate block party, chefs from top Westchester restaurants compete for the Best Burger Award. Participating eateries include the oft-heralded X2O Xavier's on the Hudson, Castle Hotel & Spa, Rivermarket Bar & Kitchen, S. Salem's The Horse and Hound Inn and Katonah's The Whitlock. (1 Bronx River Pkwy. Rd, Valhalla;

www.winefood.westchestermagazine.com)

Winemaker's Dinner, Westchester Magazine's Wine & Food Festival, Crabtree's Kittle House & others, Fri, 6/7:

6pm-10pm: Top vintner's collaborate with local chef's at four top Westchester restaurant's for a well-paired Winemaker's Dinner. Choose X2O in Yonkers, Tarrytown's Rivermarket Bar & Grill, La Panetiere in Rye or Chappaqua's Crabtree's Kittle House. The Kittle House dinner features special guest Lyle Railsback of wine importer Kermit Lynch and a five course dinner of Diver Sea Scallops, Bella Bella Farm Duck Breast and Roasted Kentucky Blue Grass Fed Lamb Rack. (11 Kittle Rd., Chappaqua;

www.winefood.westchestermagazine.com)



Grand Tasting Village, Westchester Magazine's Wine & Food Festival, Kensico Dam Plaza, Sat, 6/8: 12-4pm: The signature event of the Wine & Food Festival, the Grand Tasting Village features samples from 50+ local restaurants and more than 200 wines & spirits. Chef demos and food trucks. Featuring, Ruth's Chris Steakhouse, award-winning modern Latin cuisine from Sonora of Port Chester, and local faves, Zero, Otto Love of Armonk, and Purchase's Tredici North. (1 Bronx River Pkwy. Rd, Valhalla; www.winefood.westchestermagazine.com)



Wine Food Festival Whattodo Chappaqua Armonk Bedford

May 29 2019

(IMAGE 2 OF 2)



© CBS New York

CBS2's Mary Calvi Helps Kick Off Westchester Magazine 9th Annual Wine And Food Festival

Duration: 07:06 6/1/2019



Westchester Magazine's 9th annual Wine and Food Festival kicks off this week.

[MSN | CBS2's Mary Calvi Helps Kick Off Westchester Magazine 9th Annual Wine And Food Festival](#)

Jun 1 2019

(est.) monthly visits: **823M**

(est.) coverage views: **607K**

domain authority: **95**

NOW PLAYING: Trending

 CBS2's Mary Calvi Helps Kick Off Westchester...
CBS New York

UP NEXT

 All the plastic that's left after making dinner in...
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 German chancellor appears unsteady at ceremony
ABC News

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The Washington Post

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The Washington Post



CBS2's Mary Calvi Helps Kick Off Westchester Magazine 9th Annual Wine And Food Festival

June 3, 2019 at 11:30 am Filed Under: Dear George, Dear Mary, Mary Calvi



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NEW YORK (CBSNewYork) - Westchester Magazine's 9th annual Wine and Food Festival kicks off this week.

The event features some of the best chefs and wine experts in the region.

This year's event features a very special guest: CBS2's Mary Calvi!

Mary stopped by with chef Josyane Colwell of Le Moulin Catering.

Calvi will be hosting a book signing for her first novel "Dear George, Deary Mary" during the festival. The book explores George Washington's relationship with Mary Phillippe, the richest belle in Colonial America.

Colwell came by with recipes for some of Washington's favorite dishes.

Check them out here:

- Baked Pork Chops and Potato Omelette Recipes
- Grilled Oysters Recipe
- Roasted Tomato Soup Recipe
- Washington Family Special Cake Recipe

The event runs from Tuesday to next Sunday, June 9. A portion of the proceeds will benefit the Westchest Parks Foundation.

More than 7,000 people are expected to participate. For more information, click here.

MOST VIEWED

- House Explodes In Ridgfield, N.J.
- Former WFAN Host Craig Carton Begins Prison Sentence For Ticket Scam
- New York Marijuana Legalization: Last-Minute Push To Legalize Underway In Albany
- Gloria Vanderbilt, Heiress Turned Jeans Designer, Dies At 95
- Bill Giving Undocumented Immigrants The Right To A Driver's License Passes In NY Senate
- Vaccine Helps Body's Immune System Recognize, Kill Cancer Cells
- Mom: Autistic Boy's Wandering Met With Punishment From School Despite Federal Law
- NYC Council Members Call For Schools Chancellor Richard

CBS New York | CBS2's Mary Calvi Helps Kick Off Westchester Magazine 9th Annual Wine & Food Festival

Jun 1 2019

(est.) monthly visits: **2.38M**

(est.) coverage views: **2.75K**

domain authority: **92**

links from coverage: **1**

25

8



I ON THE VALLEY

A tour of the exciting events, places to see and dining in the Hudson Valley, Connecticut, New York City and beyond

[HOME](#) / [ABOUT](#)

A festival for food lovers! Westchester Wine and Food Festival returns June 4-8

JUNE 3, 2019 / I ON THE VALLEY



Foodies rejoice! Westchester Magazines Wine and Food Festival is back! More than 100 restaurants and food trucks and over 150 types of wines, beers and spirits will fill the week with food and fun.

Events held during this jam-packed week will not just offer festival-goers a chance to sample some of the best food and

ARCHIVES

- [June 2019](#)
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- [October 2018](#)
- [September 2018](#)
- [August 2018](#)
- [July 2018](#)
- [June 2018](#)
- [May 2018](#)
- [April 2018](#)
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- [February 2018](#)
- [January 2018](#)
- [December 2017](#)
- [November 2017](#)
- [October 2017](#)
- [September 2017](#)

[I On The Valley | A festival for food lovers! Westchester Wine and Food Festival returns June 4-8](#)

Jun 3 2019

(IMAGE 1 OF 4)

(est.) monthly visits:	314
(est.) coverage views:	98
domain authority:	12
links from coverage:	1

**THOMPSON
& BENDER**

festival-goers a chance to sample some of the best food and beverages Westchester has to offer, but also give them a chance to support two very worthy causes. Benefiting charities are the Westchester Parks Foundation and Feeding Westchester.

Schedule of Events

Salute! A Wine Tasting Tour of Italy

When: Tuesday, June 4th, 5:30-7:30pm **Where:** Gigante Restaurant & Bar, Eastchester, NY

Ticket price: \$95 in advance, \$105 at the door; Ticket + Dinner at Gigante at 8pm: \$150 (tax, gratuity and beverages not included)

Benefitting charity: Westchester Parks Foundation

Enjoy a walk-around tasting of wines from Tuscany, Veneto, Piedmonte, Trentino-Alto Adige, Sicily, and Sardinia, along with savory and sweet Italian bites.

Taste & Style

When: Wednesday, June 5th, 6-9pm **Where:** Savor Westchester at The Westchester (Level 4), White Plains, NY

Ticket price: \$30 (includes \$25 Simon gift card) Tickets will not be sold at the door. Be a part of this fun-filled evening featuring delicious bites and drinks, shopping, makeovers and great giveaways. A highlight of the event will be a bartender shake-off, with some of the area's top mixologists competing to create the night's best cocktail.



- September 2017
- August 2017
- July 2017
- June 2017
- May 2017
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- October 2015
- September 2015
- August 2015
- July 2015
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- February 2015
- January 2015
- December 2014

ARCHIVES

- June 2019
- May 2019
- April 2019
- March 2019
- February 2019
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- December 2018
- November 2018

[I On The Valley | A festival for food lovers!](#) [Westchester Wine and Food Festival returns June 4-8](#)

Jun 3 2019

(IMAGE 2 OF 4)

(est.) monthly visits: **314**

(est.) coverage views: **98**

domain authority: **12**

links from coverage: **1**

 Follow ...



Burger & Beer Blast

When: Thursday, June 6th, 6-10pm **Where:** Kensico Dam Plaza, Valhalla, NY

Ticket price: \$75 in advance, \$85 at the door **Benefitting charity:** Westchester Parks Foundation Westchester's hottest summer block party is back and better than ever, with 35 restaurants and food trucks, live music plus wine, beer and spirits. Taste the delicious burgers created by top local chefs competing for the coveted Heineken Light Best Burger Award and the ALL NEW Judge's Choice Award.

Food Truck Festival

When: Friday, June 7th, 6-9pm **Where:** Cross County Shopping Center, Yonkers NY

Ticket price: \$50 in advance (includes all food and beverages), \$60 at the door

Benefitting charity: Feeding Westchester Grab your all-inclusive ticket to a food truck festival like you've never seen before, as some of the best food trucks from across the county come together for a fun-filled night of food, beer, wine and spirits.

Winemakers Dinners

When: Friday, June 7th, 6-10pm **Ticket price:** \$150 (tax and gratuity not included) Tickets will not be sold at the door. Four of the county's top restaurants will each host a one-of-a-kind *Winemakers Dinner* in the restaurant's private dining room, with exquisite cuisine specifically complement top vintage wines. Wine masters and chefs will discuss each course and wine during

- November 2018
- October 2018
- September 2018
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[I On The Valley | A festival for food lovers!](#) [Westchester Wine and Food Festival returns June 4-8](#)

Jun 3 2019

(IMAGE 3 OF 4)

(est.) monthly visits:	314
(est.) coverage views:	98
domain authority:	12
links from coverage:	1

Wine masters and chefs will discuss each course and wine during this intimate dinner.

Participating Restaurants & Wineries:

- Chateau Maris Wine Dinner at RiverMarket Bar & Kitchen, Tarrytown, NY
- Kermit Lynch Wine Dinner at Crabtree's Kittle House, Chappaqua, NY
- Maison Joseph Drouhin Wine Dinner at La Panetiere, Rye, NY
- Rombauer Vineyards Wine Dinner at X2O Xaviars on the Hudson, Yonkers, NY

Grand Tasting Village

When: Saturday, June 8th, 12-4pm **Where:** Kensico Dam Plaza, Valhalla, NY

Ticket Price: \$85 general admission, \$95 at the door; **Party Line Connoisseurs Tent:** \$125 in advance, \$135 at the door

Benefitting Charity: Westchester Parks Foundation The signature event of the Wine & Food Festival features tastings from 50+ local restaurants and food trucks and more than 150 wines & spirits, chef demonstrations and wine seminars.

Visit www.westchestermagazine.com/winefood for complete details, participating restaurants, chefs and ticket sales.

like I On the Valley on facebook for updates on fun things to do

<http://www.facebook.com/ionthevalley>

instagram join our over 11,000 fans at @i_on_the_valley

- March 2015
- February 2015
- January 2015
- December 2014

**I On The Valley | A festival
for food lovers!
Westchester Wine and
Food Festival returns June
4-8**

Jun 3 2019

(IMAGE 4 OF 4)

(est.) monthly visits: **314**

(est.) coverage views: **98**

domain authority: **12**

links from coverage: **1**

[Plateful of Goodness | Westchester Magazine's Wine & Food Festival Is Back And Better Than Ever](#)

Westchester Magazine's Wine & Food Festival Is Back And Better Than Ever

June 3, 2019

Get ready for top restaurants, chefs, wines, and much more at the 9th Annual [Westchester Magazine Wine & Food Festival!](#) From June 4th - June 9th more than 100 restaurants and food trucks and over 150 types of wines, beers and spirits will fill six days of fantastic food and fun.

With seven events over seven days, Westchester Magazine's Wine & Food Festival is a celebration of gourmet food, exceptional wines, beer, spirits, and award-winning chefs. Join more than 7,000 guests who will sip and savor the county's finest plates and pours, mingle with Westchester's top chefs, sommeliers, and specialty food purveyors, and attend exclusive dinners, tastings, and demos. Wine & Food Festival is a not-to-be missed experience celebrating the culinary spirit of Westchester County.



Events Plateful of Goodness Recommends:

Salute! A Wine Tasting Tour of Italy

Celebrate the regions of Italy with world-renowned wine expert, Kevin Zraly, during this walk-around tasting featuring the red and white wines of Tuscany, Veneto, Piedmonte, Trentino-Alto Adige, Sicily, and Sardinia while enjoying fine Italian delicacies. After enjoying the regions of Italy, stay and have a special three-course dinner at Gigante starting at 8pm. Part of the proceeds will go to the [Westchester Parks Foundation](#).

Taste & Style

Be a part of this fun-filled evening at [Savor Westchester](#), featuring delicious bites and drinks, shopping, makeovers and great giveaways. A highlight of the event will be a bartender shake-off, with some of the area's top mixologists competing to create the night's best cocktail.

Food Truck Festival

Grab your all-inclusive ticket to a food truck festival like you've never seen before, as some of the best food trucks from across the county come together for a fun-filled night of food, beer, wine and spirits. Games like pop-a-shot, basketball, corn hole and Pac-Man, along with live music from The McLean Avenue Band make this night a guaranteed crowd-pleaser. Part of the proceeds will go to [Feeding Westchester](#).

Winemakers Dinner

Four of the county's top restaurants will each host a one-of-a-kind Winemakers Dinner in the restaurant's private dining room, with exquisite cuisine specifically chosen to complement top vintage wines. Wine masters and chefs will discuss each course and wine during this intimate dinner.

Participating Restaurants & Wineries:

- Chateau Marie Wine Dinner at RiverMarket Bar & Kitchen, Tarrytown, NY
- Kermit Lynch Wine Dinner at Crabtree's Kettle House, Chappaqua, NY
- Mason Joseph Drouhin Wine Dinner at La Panetiere, Rye, NY
- Rombauer Vineyards Wine Dinner at X2O Xaviars on the Hudson, Yonkers, NY

Jun 3 2019

(IMAGE 1 OF 2)

(est.) monthly visits:

Data not available

(est.) coverage views:

Data not available

domain authority:

1

links from coverage:

2

Grand Tasting Village

This signature event of the Wine & Food Festival features tastings from 50+ local restaurants and food trucks and more than 150 wines & spirits, chef demonstrations and wine seminars. Part of the proceeds will go to the Westchester Parks Foundation.

Visit [Westchester Magazine](#) for complete details, participating restaurants, chefs and ticket sales.



Our Recent Posts



Get On Your Feet and Feel the Latin Beat- At Westchester Broadway Theatre!
June 17, 2019



Westchester Magazine's Wine & Food Festival Is Back And Better Than Ever
June 3, 2019



Extra, Extra, Read All About It! 'Newsies' Now At The Westchester Broadway Theater
April 22, 2019

Tags

Chef Chloe Cocorelli *Chloe Cocorelli* *Foodie* *Fun drinks* *Imu at Pound Ridge*

Imu at Pound Ridge by Jean Georges *Jean Georges* *Mother of Pearl* *NYC Cocktails*

NYC restaurants *New York food* *Polynesian food* *Vegan* *Vegan food* *Vegetarian* *cinema* *film*

filmmaker *vegan food* *where to eat NYC*

[Plateful of Goodness | Westchester Magazine's Wine & Food Festival Is Back And Better Than Ever](#)

Jun 3 2019

(IMAGE 2 OF 2)

(est.) monthly visits:

Data not available

(est.) coverage views:

Data not available

domain authority:

1

links from coverage:

2

June 2019 | WestchesterFamily.com

Westchester Family | The Jr.
Chef Experience

Jun 3 2019

● ● **The Jr. Chef Experience.**

This hands-on event encourages creativity as kids learn basic cooking techniques from working chefs, practice cupcake decorating, pizza making and more. Part of *Westchester Magazine's* 2019 Wine & Food Festival. 10am. For ages 10 and under. All children must be accompanied by an adult. \$25. Reservations required. *Savor at The Westchester, 125 Westchester Ave., White Plains. winefood. westchestermagazine.com.*

circulation:

37.6K

THOMPSON
& BENDER

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Westchester Magazine's Wine and Food Week kicks off

Posted: Jun 04, 2019 7:07 PM UTC
Updated: Jun 04, 2019 8:03 PM UTC



EASTCHESTER - Westchester Magazine's Wine and Food Week has officially begun, featuring seven days of events, 100 restaurants and more than 150 types of wine and beers.

Today Media, the company that puts on the iconic weeklong bash, just announced its purchase of The Valley Table Magazine and Hudson Valley Restaurant Week.

Hudson Valley Group Publisher Michael Martinelli called it a major boost to the local culinary scene.

Events will be held around the county until Sunday.

For more information on the festival, click [here](#).

CURRENT CONDITIONS

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News12 Westchester | Westchester Magazine's Wine and Food Week kicks off

Jun 4 2019

(est.) monthly visits: **384K**

(est.) coverage views: **1.41K**

domain authority: **74**

links from coverage: **1**

28 5

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TO DO

ARMONK, BEDFORD & CHAPPAQUA

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June 4, 2019

Issue no. 297

E-blast: What To Do
Armonk Chappaqua
Katonah | Jr. Chef
Experience

Jun 4 2019

newsletter subscribers:

5K



Jr. Chef Experience, Westchester Magazine Wine & Food Festival, The Westchester, Sun, 6/9: 10am-12pm: Kids learn basic cooking techniques and practice cupcake decorating and pizza making from working chefs at this hands-on event. Plus Chef demos from Chopped! Jr. Champions. How cool is that? (Play at The Westchester, Level 4; (www.westchestermagazine.com))

THOMPSON
& BENDER



VallyTable.com |
[Westchester Wine and Food Festival](#)

Jun 4 2019

Westchester Wine and Food Festival [f](#) [t](#) [✉](#) [🖨](#)

Westchester Wine and Food Festival
Multiple Locations
NY
United States

Tuesday, June 4, 2019 / 5:00 pm to Sunday, June 9, 2019 / 12:00 pm

Westchester Magazine's 9th Annual Wine & Food Festival features the chefs, restaurants, sommeliers, wineries, spirit makers and specialty food purveyors that give Westchester its distinct culinary sizzle. Take a tour through Westchester's gastronomic scene with over 100 top restaurants and world-class wines. For more information and to buy tickets, visit winefood.westchestermagazine.com.

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(est.) monthly visits: **8.38K**

(est.) coverage views: **596**

domain authority: **42**

links from coverage: **2**

Westchester crowns best burger winner at local food fest

Posted: Jun 07, 2019 12:33 PM UTC
Updated: Jun 07, 2019 2:46 PM UTC



NEW ROCHELLE - A new winner has been crowned the "Best Burger in Westchester."

The Wooden Spoon in New Rochelle is celebrating its win at the 2019 Burger and Beer Blast.



[/lisal12/And](#)

Hundreds attended the event at the Kensico Dam Plaza in Valhalla.

The burger master at The Wooden Spoon said this win is for his family.

"I was inspired by my wife and my newborn son. I knew not being home with them I had no choice but to bring home a trophy...so tonight was for them," said Nick Triscari.

The contest was a part of the Westchester Magazine Wine and Food Festival, which has more events running throughout the weekend.

Check out some photos from the event below:

Recommend 264



CURRENT CONDITIONS

Search Location by Zip Code

11:28 AM WARWICK, NY
70°
Overcast
HIGH 70° / LOW 60°

Live Doppler Radar 7 Day Forecast

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WHAT'S GOING ON

FEATURED

The Colors of Colombia - Presented by the

Sun Jun. 23 5:00 pm

TUE WED THU FRI SAT SUN MON

Tuesday, June 18, 2019

Art Exhibit: 10:00 am

News12 Westchester | Westchester crowns best burger winner at local food fest

Jun 7 2019

(IMAGE 1 OF 2)

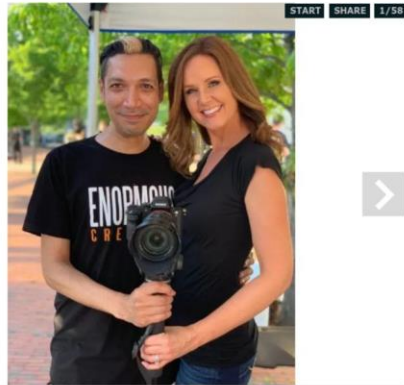
(est.) monthly visits: 384K

(est.) coverage views: 1.41K

domain authority: 74

260 1

Check out some photos from the event below:



News 12's Lisa Salvadorini at the 2019 Burger and Beer Blast.
News 12



1 Comment

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WESTCHESTER FOOD & FUN VIDEOS

Guide: Water Parks in the Tri-state Area

Guide: Entertainment Venues in the Tri-State Area

Guide: Festivals happening around the Hudson Valley

Guide: Farmers Markets around the Hudson Valley

2019 Pleasantville Music Festival set to rock audiences July 13

MORE

FOOD & FUN PHOTOS

Your 2019 Father's Day Photos

Your 2019 Prom Photos

Rockland-Bergen Music Festival 2019 lineup

Westchester crowns best burger winner at local food fest

2019 Pleasantville Music Festival set to rock audiences July 13

MORE

Art Exhibit: "colorproblems", paintings by Susan Rowe Harrison 10:00 am
The Donald Gallery

Cutting Through Spiritual Materialism 7:00 pm
Westchester Buddhist Center

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[News12 Westchester | Westchester crowns best burger winner at local food fest](#)

Jun 7 2019

(IMAGE 2 OF 2)

(est.) monthly visits: **384K**

(est.) coverage views: **1.41K**

domain authority: **74**

260 **1**

THOMPSON & BENDER

Jun 7 2019
(IMAGE 1 OF 2)

Westchester's 'best burger' is ...

Jeanne Muchnick, Rockland/Westchester Journal News Published 3:40 p.m. ET June 7, 2019 | Updated 3:41 p.m. ET June 7, 2019



Burger & Beer Blast burger bonanza Jeanne Muchnick, The Journal News

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

For the first time in its nine-year history, two burgers were named number one at Westchester Magazine Burger & Beer Blast, held at Kensico Dam in Valhalla June 6.

North End Tavern won the judge's selection with its Sweet Chili Glazed Burger with spicy ranch dressing and fried onions while the The People's Choice went to The Wooden Spoon with its Bacon Jelly Donut Cheeseburger. Both restaurants are in New Rochelle.

This was the first year that a panel of four judges gave an award for best burger, based on creativity, presentation and taste. Traditionally, the honor has been selected by attendees, who vote for their favorite.

[BURGERS & SHAKES: Dexter's opens in Irvington](#)

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MORE STORIES



What's new at Brewster's Red Rooster Drive-In
June 11, 2019, 2:56 p.m.



Harrison restaurant closes after 45 years
June 11, 2019, 8:02 a.m.



These 2 Westchester, Rockland pizzerias featured in Ellis Island exhibit
June 10, 2019, 10:55 a.m.



Superbowl champ McCourty twins return for annual parade
June 11, 2019, 4:30 p.m.



Westchester's 'best burger'

(est.) monthly visits: 1.31M

(est.) coverage views: 4.26K

domain authority: 77

27

1

BURGERS & SHAKES: Dexter's opens in Irvington

NEW IN YONKERS: Crepes and waffles

LITTLE DRUNKEN CHEF: Opens in White Plains

The panel of judges was Kate Schlientz of Intoxikate, Lisa LaRocca of News 12's Lunch with Lisa, social media influencer Christine Gritmon and Westchester Magazine's editor-in-chief, John Turiano.

The other award was selected the way it always has been — attendees drop tokens in each restaurant's bucket, which was placed at their stations. Tokens are then collected and counted.



Previous two-time winner [Coal's Pizza](#), with locations in Port Chester and Bronxville, came in second place in the people's choice with its beef burger with smoked gouda, shredded iceberg, bread-and-butter pickles and spicy aioli.

The Wooden Spoon's Bacon Jelly Donut won first place in the People's Choice awards at the Burger & Beer Blast held June 6, 2019 at Kensico Dam Plaza. (Photo: Submitted)



The Wooden Spoon in New Rochelle took won the "People's Choice" award at Westchester Magazine's Burger & Beer Blast June 6, 2019. (Photo: Submitted)

[Rye Roadhouse](#) in Rye, which won second place last year, came in third with its chicken fried burger-beef slider, a chicken fried steak creation smothered in a spicy andouille sausage gravy served on a warm country biscuit.

The event was part of Westchester Magazine's six-day Wine and Food Weekend. Approximately 3,000 people attended the Burger & Beer Blast.



Westchester's 'best burger' is ...
June 7, 2019, 3:41 p.m.



Kids swap stories, celebrate differences one red trunk at a time
June 11, 2019, 10:45 a.m.

lohud.com | Westchester's
'best burger' is...

Jun 7 2019

(IMAGE 2 OF 2)

(est.) monthly visits: **1.31M**

(est.) coverage views: **4.26K**

domain authority: **77**

27

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**THOMPSON
& BENDER**

Annual Wine and Food Festival draws thousands to Valhalla

Posted: Jun 08, 2019 8:53 PM UTC
Updated: Jun 08, 2019 9:00 PM UTC



VALHALLA - Westchester Magazine's Annual Wine and Food Festival drew in thousands of people to the Kensico Dam Plaza in Valhalla Saturday.

Over 50 local restaurants took part and there were more than 200 wines and spirits to try.

Michael Martinelli of the Hudson Valley Division of Today Media says the festival is a great opportunity for local restaurants to connect with people.

Sunday is the final day of the week-long Wine and Food Festival.

A portion of the proceeds will go to Feeding Westchester and the Westchester Parks Foundation.



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11:28 AM WARWICK, NY
70°
Overcast
HIGH 70° / LOW 60°

Live Doppler Radar 7 Day Forecast

ADVERTISEMENT

WHAT'S GOING ON

FEATURED

The Colors of Colombia - Presented by the
Sun Jun. 23 5:00 pm

TUE WED THU FRI SAT SUN MON

Tuesday, June 18, 2019

Art Exhibit: "acolorproblems", paintings by Susan Rowe Harrison
The Donald Gallery 10:00 am

Cutting Through Spiritual Materialism
Westchester Buddhist Center 7:00 pm

SUBMIT YOUR EVENT

News12 Westchester | Annual Wine and Food Festival draws thousands to Valhalla

Jun 8 2019

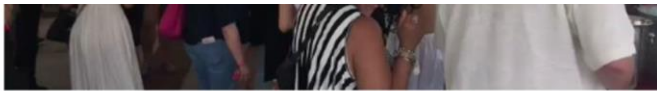
(IMAGE 1 OF 2)

(est.) monthly visits: 384K

(est.) coverage views: 1.41K

domain authority: 74

1 1



Samantha Crawford
@SCrawford_12WC



The Westchester Wine & Food Festival is taking over Valhalla today! People are sampling food and drinks from a bunch of different Westchester establishments at the Kensico Dam Plaza.

[@News12WC](#)

♡ 4 5:33 PM - Jun 8, 2019

[See Samantha Crawford's other Tweets](#)



Related: [Wine and Food Festival underway](#)

[News12 Westchester | Annual Wine and Food Festival draws thousands to Valhalla](#)

Jun 8 2019

(IMAGE 2 OF 2)

(est.) monthly visits:

384K

(est.) coverage views:

1.41K

domain authority:

74

1

1



**Fios1 LHV | Westchester
Magazine Food Truck
Festival at Cross County
Shopping Center**

Jun 8 2019

□ Two clips aired on FIOS TV on Friday, June 7 and Saturday, June 8.

Advertising

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL

Print Advertising

WESTCHESTER
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**WINE
ENTHUSIAST**

STAMFORD
MAGAZINE

GREENWICH
MAGAZINE

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL

Print Advertising- Schedule

Westchester Magazine:

December - June Issues (7x)

Hudson Valley Magazine:

March- June Issues (4x)

914INC Magazine:

Q1-Q2 Issues (2x)

Westchester Home:

Winter-Spring Issues (2x)

Stamford Magazine:

May/June Issue (2x)

Greenwich Magazine:

May/June Issues (2x)

The Scarsdale Inquirer:

May 11, May 18,
May 25 (3x)

The Journal News:

April 24, April 28, May 3,
May 8, May 12, May 14,
May 17, May 21, May 28,
May 31, June 4 (11x)

Wine Enthusiast:

May-June Issues (2x)
(Published early April &
May respectively)

Sample Print Ads

WESTCHESTER MAGAZINE'S

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JUNE 4-9, 2019

Get your tickets now for the area's premier multi-day festival of gourmet food, world-class wines, beer, spirits, food trucks and award-winning chefs. This extravaganza of food, wine, beer and spirits has something for all ages and all appetites!

Get your tickets at westchestermagazine.com/winefood
Follow us at [#WMWineandFood](https://twitter.com/WMWineandFood) @[WMWineandFood](https://twitter.com/WMWineandFood)

 <p>TUE JUNE 4</p> <p>SALUTE! A WINE TASTING TOUR OF ITALY 5:30PM - 7:30PM Gigante Restaurant & Bar</p>	 <p>WED JUNE 5</p> <p>TASTE & STYLE 6:00PM - 9:00PM Sweet Westchester at The Westchester</p>	 <p>THU JUNE 6</p> <p>BURGER & BEER BLAST 6:00PM - 10:00PM Kenilco Dam Plaza</p>	 <p>FRI JUNE 7</p> <p>FOOD TRUCK FESTIVAL 6:00PM - 9:00PM Cross County Shopping Center</p>
 <p>FRI JUNE 7</p> <p>WINEMAKERS DINNERS 6:00PM - 10:00PM Chateau Maris at RiverMarket Bar and Kitchen Kermit Lynch at Crabtree's Kitch House</p>	 <p>SAT JUNE 8</p> <p>GRAND TASTING VILLAGE 12:00PM - 4:00PM Kenilco Dam Plaza</p>	 <p>SUN JUNE 9</p> <p>JR. CHEF EXPERIENCE 10:00AM - 12:00PM Sweet Westchester at The Westchester</p>	

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PLATINUM SPONSORS:        

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To purchase tickets and more information go to
westchestermagazine.com/winefood.



WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

Digital Advertising

Programmatic:



Social:



Dedicated E-Blasts:



Jen Danzi



Digital Advertising- Eblast Schedule

Westchester Magazine:

Nov 29, Dec 14, Dec 19,
Jan 11, Jan 25, Feb 8,
Feb 28, March 14,
March 27, April 2, April 13,
April 19, April 24, May 1,
May 6, May 11, May 15,
May 21, May 24, May 28,
May 31, June 3, June 4,
June 5, June 6, June 7,
June 8 and June 9 (28x)

Hudson Valley Magazine:

April 17, May 2, May 14,
May 28, June 3 (5x)

Lohud.com:

April 25, May 9, May 23 (3x)

Moffly Media:

May 22, June 3 (2x)

The Valley Table:

May 8, May 30 (2x)

Wine Enthusiast:

May 9, May 31 (2x)

Business Council of

Westchester:

April 22, May 20,
June 3 (3x)

Sample E-Blasts

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[westchester magazine.com/winefood](#)

TUE JUNE 4 SALUTE! A WINE TASTING TOUR OF ITALY 5:30PM - 8:00PM Gigante	WED JUNE 5 TASTE & STYLE 6:00PM - 9:00PM Savor Westchester at the Westchester	THU JUNE 6 BURGER & BEER BLAST 6:00PM - 10:00PM Kensico Dam Plaza	FRI JUNE 7 FOOD TRUCK FESTIVAL 6:00PM - 9:00PM Chest County Shopping Center
FRI JUNE 7 WINEMAKERS DINNERS 6:00PM - 10:00PM Chateau Maris at RiverMarket Bar & Kitchen Kermit Lynch at Crabtree's Kettle House Maison Joseph Drouhin at La Panetiere Rombauer Vineyards at X20 Xaviers on the Hudson	SAT JUNE 8 GRAND TASTING VILLAGE 12:00PM - 4:00PM Kensico Dam Plaza	SUN JUNE 9 JR. CHEF EXPERIENCE 12:00PM - 2:00PM Savor Westchester at the Westchester	

CLICK HERE FOR TICKETS!

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WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
 JUNE 4-9, 2019

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Looking For the Perfect Holiday Gift?
 Look no further than tickets to Westchester Magazine's Wine & Food Festival!

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Give your loved one the gift of food this
Valentine's Day!

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Get your tickets now for the area's premier multi-day festival of gourmet food, world-class wines, beers, spirits, food trucks and award-winning chefs. This spectacular array of food, wine and spirits has something for all ages and all appetites!

EVENTS INCLUDE:
 Salute! A Wine Tasting Tour of Italy
 Taste & Style at Savor Westchester
 Burger & Beer Blast
 An Evening with Westchester's Tastemakers
 Grand Tasting Village
 Jr. Chef Experience
 Food Truck Festival **NEW EVENT!**

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WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
 JUNE 4-9, 2019

Start a Mother's Day Tradition!

This Mother's Day present the special woman in your life with a gift she'll truly treasure - tickets to one (or more) of Westchester Magazine's Wine & Food Festival events. Start an annual tradition of celebrating Mom with Wine & Food!

TUE JUNE 4 SALUTE! A WINE TASTING TOUR OF ITALY 5:30PM - 7:30PM Gigante, Eastchester, NY Price: \$95	WED JUNE 5 TASTE & STYLE 6:00PM - 9:00PM Savor Westchester at the Westchester Level 4 White Plains, NY Price: \$85 (includes \$25 Silmont gift card)	THU JUNE 6 BURGER & BEER BLAST 6:00PM - 10:00PM Kensico Dam Plaza Valhalla, NY Price: \$75
FRI JUNE 7 WINEMAKERS DINNERS 6:00PM - 10:00PM Rombauer Vineyards at X20 Xaviers on the Hudson, Yonkers Maison Joseph Drouhin at La Panetiere Price: \$150 per person (fee and gratuity not included)	FRI JUNE 7 FOOD TRUCK FESTIVAL 6:00PM - 9:00PM Chest County Shopping Center, Yonkers, NY Price: \$50 per person (includes all food and drinks)	SAT JUNE 8 GRAND TASTING VILLAGE 12:00PM - 4:00PM Kensico Dam Plaza, Valhalla, NY Price: \$75 General Admission \$125 Connoisseurs Tent with top wines, gourmet food, & wine seminars plus all Grand Tasting Village events.

CLICK HERE FOR TICKETS!

**All events are 21 and over only. No infants, strollers or dogs allowed.

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Sample E-Blasts

WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019





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- Taste & Style at Savor Westchester Burger & Beer Blast
- An Evening with Westchester's Tastemakers
- Grand Tasting Village
- Jr. Chef Experience

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019




A FESTIVAL OF FOOD TRUCKS!

NEW EVENT! Food trucks of all kinds will be parked in Yonkers for the night at the first annual **Food Truck Festival**, a new event during Westchester Magazine's annual Wine & Food Festival. Live music, beer, wine, and spirits plus samples of savory, sweet, hot, and cold treats make this a night guaranteed to be a crowd pleaser!

FOOD TRUCK FESTIVAL
Friday, June 7 • 6:00PM - 9:00PM
 Cross County Shopping Center, Yonkers, NY
\$50 per person (includes all food and drink) (Price at the door \$60)

**21 and over only. No infants, strollers or dogs allowed.*

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019

SIP, SAVOR & ENJOY!

Sample tasty delights from 45+ local restaurants and more than 120 wines and spirits from around the world at the **Grand Tasting Village**, the signature event of Westchester Magazine's Wine & Food Festival.

- Relax in the Mercedes-Benz of White Plains Slovenia Vodka Lounge
- Check out the NewYork-Presbyterian Hudson Valley Hospital Chef Demo Tent with noteworthy chefs including Food Network's **Christian Petroni** and **Jess Tom**. CBS's **Mary Calvi** and more
- Enjoy tasty treats from local food trucks
- Gain exclusive private access to the best wines and food in the **Party Line Connoisseurs Tent**, plus wine seminars with **Kevin Zraly**








GRAND TASTING VILLAGE
Saturday, June 8 • 12:00PM - 4:00PM
 Kensico Dam Plaza, Valhalla, NY
 \$85 per person (Price at the door \$95)
 Connoisseurs Tent plus Grand Tasting Village - \$125 per person (Price at the door \$135)




**21 and over only. No infants, strollers or dogs allowed.*




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Salute! A Wine Tasting Tour is TONIGHT. LAST CHANCE FOR TICKETS!

WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019




Salute! Here's to THE WINES OF ITALY!

Celebrate all things Italian as you taste red, white and sparkling vintages from the world's largest producer of wine. Enjoy delicious savory and sweet Italian bites prepared by Gigante, DeCiccio & Sons and Ace Endico during this evening filled with Italian delights.

- Renowned wine expert **Kevin Zraly** will lead seminars on the nuances of Italian wines with tastings of several special vintages.
- Enjoy a special 3-course Italian dinner immediately following **Salute! A Wine Tasting Tour of Italy**.

Salute! A WINE TASTING TOUR OF ITALY
Tuesday, June 4 • 5:30PM - 7:30PM
 Gigante, Eastchester, NY
\$95 per person (Price at the door \$105)

ITALIAN DINNER + Salute! A WINE TASTING TOUR OF ITALY
\$150 per person (Pre-registration required. Beverages, tax & gratuities not included)

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Radio Advertising



WHUD 100.7

300 :60 and/or :30 sec., and/or :15 sec. commercials

10 weeks leading to event

AM/PM M-F drive times & midday; and on weekends



PEAK 107.1

300 :60 and/or :30 sec. and/or :15 sec. commercials

10 weeks leading to event in

AM/PM. M-F drive times & midday; and on weekends

ADDITIONAL PUBLICITY:

4 on-air call-in interviews on the “Mike & Kacey in the Morning” show during the weeks before the event

Outdoor Advertising

- Banners at Kensico Dam Plaza
- County Center Digital Signs
- City Center Displays
- Metro North Kiosk posters
- The Westchester Digital Panels



Outdoor Advertising

County Center Digital Signs:



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JUNE 8, 2019
GRAND TASTING VILLAGE
AT KENSICO DAM PLAZA
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JUNE 6, 2019
BURGER & BEER BLAST
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Outdoor Advertising

Metro North Rail Kiosk Poster:



Metro North Rail Kiosk Poster:



Outdoor Advertising

Liquid Outdoor



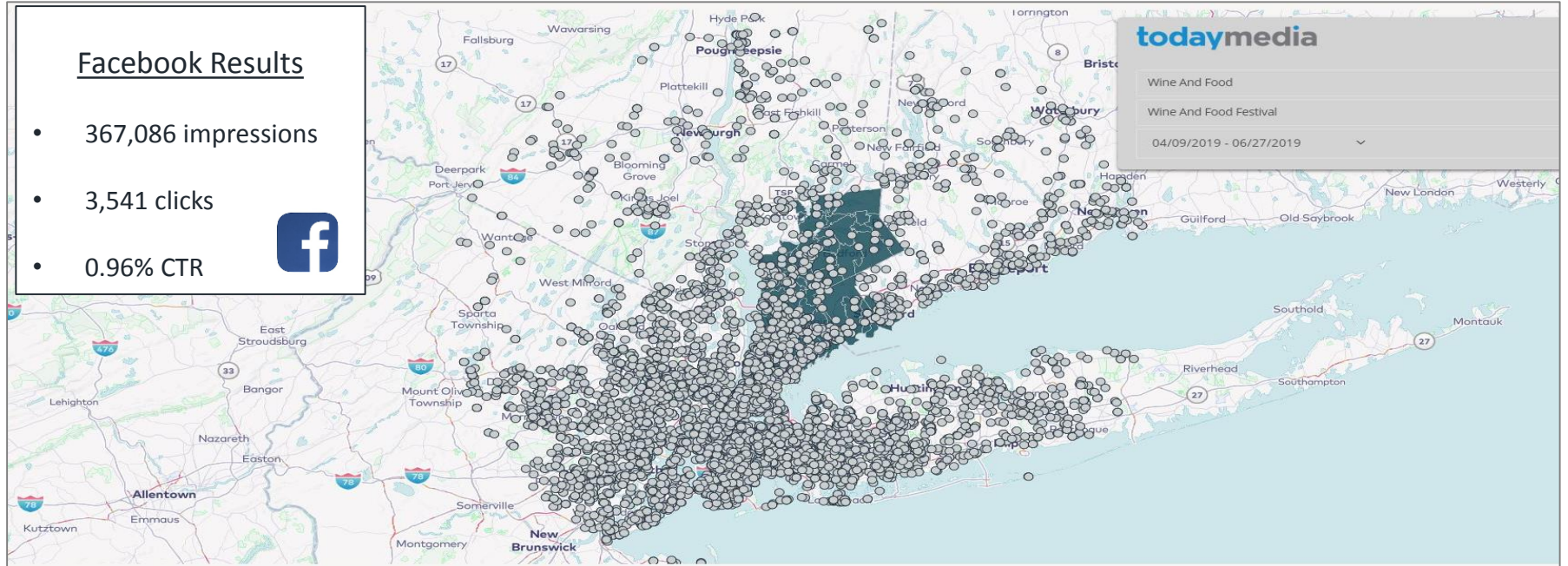
WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL

Social Media

Programmatic Results

Facebook Results

- 367,086 impressions
- 3,541 clicks
- 0.96% CTR



Overview

2,428,077
IMPRESSIONS

2,973
CLICKS

0.12%
CTR

Display

926,960
IMPRESSIONS

738
CLICKS

0.08%
CTR

GeoFence

1,501,117
IMPRESSIONS

2,235
CLICKS

0.15%
CTR

WESTCHESTER MAGAZINE'S
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FOOD
FESTIVAL

**Westchester Magazine's
Wine & Food Festival
June 4-9, 2019**

**Social Media Plan &
Wrap up Report:
December 1st – June 11th**

Social Media Campaign Results:

Impressions

1,041,597+

Across Facebook, Twitter & Instagram
through January 1, 2018 – May 5, 2019

Westchester Magazine Facebook Reach:

2018: 325,000 Impressions

2019: 718,677+ Impressions

Wine & Food Facebook Page:

2018: 100,000 + Impressions

2019: 147,396 + Impressions

Wine & Food Twitter Reach:

2018: 115,000 Impressions

2019: 132,900 Impressions

Westchester Magazine W&F Instagram:

2019: 27,424 Impressions

Snapchat Geofilters:

15,200 Impressions

Objective:

To increase the brand awareness of Westchester Magazine's Wine & Food Festival by June, specifically to millennials.

Strategies:

* Reach Westchester Magazine's readers online to inform them that 9th annual Wine & Food Festival is underway. To tell our readers about the specific events they can look forward to, why they should be there, and most importantly what to expect (wine, food, chef demos, Party Line Connoisseurs Tent, Empire City Tent, entertainment, etc.)

*Interact with restaurants, sponsors, micro influencers (i.e. food, fashion, wine bloggers), to share the news of the upcoming events to drive traffic to the Wine & Food Festival website and social media accounts and to increase revenue of ticket sales.

*Increase exposure for our sponsors as well as the restaurants and chefs that are participating in the events.

*Get new followers on our social media pages who will remain loyal to help engage in other posts after Wine & Food Festival is over as well as spark interest for friends, family, etc.

*Use bloggers and Instagrammers who have a big reach (ie. a large number of followers and a lot of interaction on their page) to reach new people and prospect participants in Westchester, Connecticut, and New York City.

*Incorporate Instagram Chef Takeovers to highlight the Wine & Food Festival, top Westchester chefs and their restaurants, and to show people what food they could have at the events.

I. Social Media Growth: Facebook, Instagram, Twitter & Snapchat

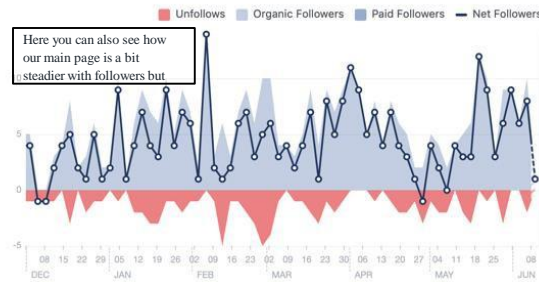
A. Facebook:

December 2018 is when we started posting Wine & Food Content on both the Westchester Magazine and Wine & Food Facebook page. As you will see in the attached Appendix, there were some posts before December. These posts were to just ensure that we will sparked the attention of our followers and interacted with them every once in a while.

Over the past several months, both the Wine & Food and Westchester Magazine Facebook pages grew at a steady rate due to the engaging posts about the festival as a whole, engaging posts, food and drink that would be served, and celebrity guests (Peter Kelly, Christian Petroni, Elizabeth Oakes, Mary Calvi, David DiBari, and many more).

We have focused on working in our #wmwineandfood into every single post to also help other social media platforms. In order to engage our users, we also tried some other hashtags which increased our reach for the posts (#wineandfood, #foodie, #girlsnight, #squadup, #nightout, #flashbackfriday, #winewednesday, #foodtruckfriday, etc).





Overall, both pages saw an increase in followers and likes. From January 1 to now, there was a significant increase. The Wine & Food page started at 3,507 followers and 3,573 likes and as you can see in the graphs, they display a significant increase in followers and likes. Although this page is not as popular as the main page, Westchester Magazine, the posts were still able to see an increase in the reach of our audience during the process.

B. Instagram:

The goal of this plan was to reach millennials as a new target for the Wine & Food Festival. Instagram is one of the most mainstream media outlets that millennials use. The better the photo, the more action it will receive.

When preparing the plan, our Instagram account @wmwineandfood had 950 followers and pictures from the 2016 Wine and Food Festival. We started to share promotional posts about the food festival in March and interacting with our followers. Fortunately, we were already sharing our Instagram page on our Facebook posts to gain more followers during the process and saw a great increase in interaction.

Instagram gave us the opportunity to interact with our vendors (restaurants, bloggers, sponsors) and consumers to share the experience of the entire festival. We used the Wine & Food account for the time being. We are planning on using the Westchester Magazine account as it gets closer to June. This will create more traffic to the Wine & Food page because of the substantial following the magazine already has. Instagram is a great platform to use during the event as well. This is will also help us repost and share what people are saying about the Wine & Food Festival.



C. Twitter:

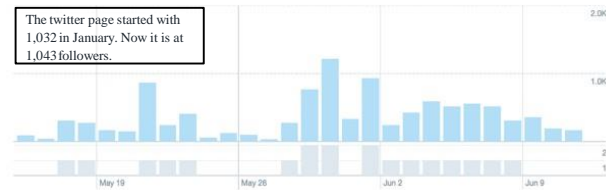
Twitter is one platform that has changed since it has become one of the top media outlets. We noticed that more of the engagement was with Instagram and Facebook. Although we did see some fluctuated increase in interaction throughout the planning process, we noticed that Twitter might not be what it used to be.

The engagements on Twitter lacked substance and to be honest, we are not sure if it is the content or just the lack of interest. Twitter has become more mainstream in topics that are not what we, as the magazine, are presenting. Twitter is seen to be popular within topics like politics, celebrities, businesses, etc. When thinking about wine and food, people want to see pictures and videos more than hashtags. However, we did use our hashtags on Twitter as well as the other platforms.

We have both Westchester Magazine and a Wine and Food Twitter. As we progressed with posting, there was an increase in impressions and engagement due to the accelerated usage of hashtags and tagging of restaurants, sponsors, and even personalities. The goal is to get retweets and mentions from our followers which we hope to see as it gets closer to the events from participating vendors, sponsors, attendees, etc.

Wine & Food Twitter

Your Tweets earned **10.2K impressions** over this **28 day period**



II. Custom Graphics for Wine & Food Festival

Our graphic designer Arlene created images for the participants, sponsors, personalities, and wine vendors to use on social media. The graphics allowed the participants and sponsors to tell their followers that they're participating in the event with a quick glance at either their website or their social media channels. Each year we send over graphics that Arlene creates for Facebook and Twitter that are banners or Wine & Food Sponsor logos.

Arlene also designed a Grand Tasting Village chef demo schedule graphic, the banners at the bottom of every newsletter leading up to Wine & Food Festival, Instagram Chef Takeover graphics, and e-blasts for us and the sponsors to use.

Facebook and Twitter Cover Banner



Social Media Badges for Sponsors, Participants & Wine Vendors

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*Come taste our burgers at this year's
Burger & Beer Blast on June 6th!*

#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*We're a proud SPONSOR of the
2019 Wine & Food Festival!*

westchestermagazine.com/winefood
#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*Come taste our food at this year's
Grand Tasting Village on June 8th!*

#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*Come taste our wine at
Burger & Beer Blast on June 6th!*

#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*We'll be pouring at the Wine & Food Festival so
make sure to stop by and try some of our wine!*

#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019



*Sample our finest wines at the
Grand Tasting Village on June 8th!*

#wmineandfood @wmineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9 2019



Come join us at this year's Food Truck Festival on June 7th!

#wmwineandfood @wmwineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9 2019



We're so excited to be PARTICIPATING in 2019 Wine & Food Festival!

westchestermagazine.com/winefood
#wmwineandfood @wmwineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9 2019



Sample our finest wines in the Party Line Connoisseurs Tent at the Grand Tasting Village on June 8th!

#wmwineandfood @wmwineandfood

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9 2019



We're a proud SPONSOR of the 2019 Wine & Food Festival!

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Chef Demo Schedule

WESTCHESTER MAGAZINE'S
WINE & FOOD
FESTIVAL
JUNE 4-9 2019

CHEF DEMOS
Party Line Connoisseurs Tent, Grand Tasting Village
Saturday, June 9 • 12:00PM – 5:00PM
Kensico Dam Plaza, Valhalla, NY

	12:30^{pm} Rafael Palomino Sonora
	1:15^{pm} Mary Calvi CBS 2 This Morning
	Josyane Colwell Le Moulin Catering
	2:15^{pm} Christian Petroni Fortina
	3:15^{pm} Peter Kelly X2O Xaviars on the Hudson
	Emilie Berner Teaching Kitchen at NewYork-Presbyterian Hudson Valley Hospital

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www.westchestermagazine.com/winefood

E-Blasts

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
 JUNE 4-9, 2019

Get your tickets now for the area's premier multi-day festival of gourmet food, world class wines, beers, spirits, food trucks and award-winning chefs. This spectacular array of food, wine and spirits has something for all ages and all appetites!

EVENTS INCLUDE:
 Salute A Wine Tasting Tour of Italy
 Taste & Style at Savor Westchester
 Burger & Beer Blast
 An Evening with Westchester's Tastemakers
 Grand Tasting Village
 Jr. Chef Experience

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SPONSORING ORGANIZATIONS:

SAVE THE DATE!

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
 JUNE 4-9, 2019

Reach **7,000+** affluent, influential Festival guests as well as a total audience of more than **\$3 million** across Westchester County, NYC, Fairfield County, CT and beyond.

- Gain exclusive naming rights
- Create brand activation areas
- Develop interactive customer experiences
- Engage face-to-face with potential customers
- Develop lead generation opportunities
- Multi-faceted promotional advertising and promotional campaign

Let us create a customized sponsorship that aligns your brand with the region's premier wine, spirits and food event.

For more information call 914.345.0601 x. 138 or email sales@westchestermagazine.com.

Give your loved one the gift of food this
Valentine's Day!

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9, 2019

Get your tickets now for the area's premier multi-day festival of gourmet food, world-class wines, beers, spirits, food trucks and award-winning chefs. This spectacular array of food, wine and spirits has something for all ages and all appetites!

EVENTS INCLUDE:
Salute! A Wine Tasting Tour of Italy
Taste & Style at Savor Westchester
Burger & Beer Blast
An Evening with Westchester's Tastemakers
Grand Tasting Village
Jr. Chef Experience
Food Truck Festival

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Meridian Plaza of White Plains

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BENEFITTING CHARITY
HALL OF PARKS

WESTCHESTER MAGAZINE'S
WINE & FOOD FESTIVAL
JUNE 4-9, 2019

LADIES NIGHT OUT!
Make plans with your gal pals to attend **Taste & Style**, a fun-filled evening of flavorful cuisine, delicious cocktails and the season's hottest fashions. Savor Westchester atop The Westchester, is the place to be for a cocktail competition featuring Westchester's best bartenders, plus makeovers, massages, shopping, raffles, and more - it's a night out that you don't want to miss!

TASTE & STYLE
Wednesday, June 5 • 6:00PM - 9:00PM
Savor Westchester at The Westchester, Level 4, White Plains, NY
\$30 per person (includes \$25 Simon gift card*)

*The Simon Gift Card® is subject to terms and conditions. Visit simongiftcard.com or Simon Guest Services for more information.
Tickets **WILL NOT** be sold at the Door.

*21 and over only. No infants, strollers or dogs allowed.

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HALL OF PARKS

WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019

SALUTE! HERE'S TO THE WINES OF ITALY!

Celebrate all things Italian as you taste red, white and sparkling vintages from the world's largest producer of wine. Enjoy delicious savory and sweet Italian bites prepared by Gigante, DeCocco & Sons and Ace Endice during this evening filled with Italian delights.

- Renowned wine expert **Kevin Zraly** will lead seminars on the nuances of Italian wines with tastings of several special vintages.
- Enjoy a special 3-course Italian dinner immediately following **Salute! A Wine Tasting Tour of Italy**.

SALUTE! A WINE TASTING TOUR OF ITALY
Tuesday, June 4 - 5:30PM - 7:30PM
 Gigante, Eastchester, NY
 \$95 per person (Price at the door \$105)

ITALIAN DINNER + SALUTE! A WINE TASTING TOUR OF ITALY
 \$150 per person (Pre-registration required. Beverages, tax & gratuities not included)

*21 and over only. No infants, strollers or dogs allowed.

CLICK HERE FOR TICKETS!

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019

NEW EVENT!

A FESTIVAL OF FOOD TRUCKS!
 Food trucks of all kinds will be parked in Yonkers for the night at the first annual **Food Truck Festival**, a new event during Westchester Magazine's annual Wine & Food Festival. Live music, beer, wine, and spirits plus samples of savory, sweet, hot, and cold treats make this a night guaranteed to be a crowd pleaser!

FOOD TRUCK FESTIVAL
Friday, June 7 - 6:00PM - 9:00PM
 Cross County Shopping Center, Yonkers, NY
 \$50 per person (includes all food and drink) (Price at the door \$60)

*21 and over only. No infants, strollers or dogs allowed.

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019



SIP, SAVOR & ENJOY!
 Sample tasty delights from 45+ local restaurants and more than 120 wines and spirits from around the world at the **grand Tasting Village**, the signature event of Westchester Magazine's Wine & Food Festival.

- Relax in the Mercedes-Benz of White Plains Slovenia Vodka Lounge
- Check out the NewYork-Presbyterian Hudson Valley Hospital Chef Demo Tent with noteworthy chefs including Food Network's **Christian Petroni** and **Jess Tam**, CBS's **Mary Calvi** and more
- Enjoy tasty treats from local food trucks
- Gain exclusive private access to the best wines and food in the **Party Line Connoisseurs Tent**, plus wine seminars with **Kevin Zraly**

GRAND TASTING VILLAGE
Saturday, June 8 • 12:00PM - 4:00PM
 Kensico Dam Plaza, Valhalla, NY
 \$85 per person (price at the door \$95)
 Connoisseurs Tent plus Grand Tasting Village: \$125 per person
 (Price at the door \$135)

**21 and over only. No infants, strollers or dogs allowed.*

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019



VIP ACCESS TO THE FINEST WINES!
 Gain special access to the finest wines and gourmet food in the **Party Line Connoisseurs Tent** at the **Grand Tasting Village** during Westchester Magazine's Wine & Food Festival.

- Exclusive lounge area for sitting and savoring the event's highest quality wines
- Taste treats from top restaurants including Ruth's Chris, Terry Lodge and Bronx Little Italy
- Live music
- Seminars led by noted expert **Kevin Zraly** showcasing wines being served in the Connoisseurs Tent

Entrance to this private area and to the wine seminars is only for guests purchasing **Party Line Connoisseurs Tent** tickets and includes access to all **Grand Tasting Village** events.

CONNOISSEURS TENT GRAND TASTING VILLAGE
Saturday, June 8 • 12:00PM - 4:00PM
 Kensico Dam Plaza, Valhalla, NY
 \$125 per person (price at the door \$135)
 Please note that seating for the wine seminars is on a first-come, first-served basis.

**21 and over only. No infants, strollers or dogs allowed.*

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019

CALLING ALL JR. CHEFS!
 Little cooks will spend the morning having fun with food at the Jr. Chef Experience during Westchester Magazine's Wine & Food Festival. Hands-on cooking activities, photos with Nickelodeon characters, samples of kid-friendly food, and demos by cooking pros (all kids themselves) make this a morning they're sure to enjoy!

SPECIAL GUESTS INCLUDE:

- Elizabeth Drake - Food Network's Chopped Junior Champion
- Arielle & Alfie Wayner - Food Network's Chopped Junior Siblings Champions
- Characters from Nickelodeon's Butterbean's Café
- Hands on cooking with Waffles Pastries, Cooking with Kids & more!

All Junior Chefs will receive a complimentary chef's hat and apron.

JR. CHEF EXPERIENCE
Sunday, June 9 • 10:00AM - 12:00PM
 Savor Westchester at The Westchester, Level 4
 White Plains, NY
\$25 per child (ages 5-12 years old)
 Children must be accompanied by an adult.
 Tickets **WILL NOT** be sold at the door.

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Mercedes-Benz of White Plains

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WESTCHESTER MAGAZINE'S

WINE & FOOD FESTIVAL

JUNE 4-9, 2019

TASTE THE AREA'S BEST BURGERS!
 Enjoy the burgers presented by 30 of the area's top chefs and then cast your vote for the winner of the Best Burger Award at Westchester Magazine's Burger & Beer Blast!

Enjoy a night filled with:

- Burgers
- Beer
- Wine
- Spirits
- Food Trucks
- Live Music by FDR Drive
- Relax in the Mercedes-Benz of White Plains Slovenia
- Vodka Lounge
- Place your bets in the Empire City Casino Tent

BURGER & BEER BLAST
Thursday, June 6 • 6:00PM - 10:00PM
 Kinside Dam Plaza, Valhalla, NY
 \$75 per person (Price at the door \$85)
 *21 and over only. No infants, strollers or dogs allowed.

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WESTCHESTER MAGAZINE'S
**WINE & FOOD
 FESTIVAL**
 JUNE 4-9, 2019

Start a Mother's Day Tradition!

This Mother's Day presents the special occasion in your life with a gift that's truly treasure - tickets to one (or more) of Westchester Magazine's Wine & Food Festival events. Start an annual tradition of celebrating Moms with Wine & Food!

**TUE
JUNE 4**

**SALUTE A WINE
TASTING TOUR OF ITALY**
 5:30PM - 7:30PM
 Dinner \$60PM
 Cigaro Restaurant & Bar
 White Plains, NY
 Price: \$95 (price at the door \$105)
 Individual ticket - Dinner at Cigaro Restaurant & Bar \$130 (tax, gratuity & other beverages not included)

**WED
JUNE 5**

**TASTE & STYLE
OF BEER BLAST**
 6:00PM - 8:00PM
 Sunset Westchester
 at The Westchester
 Level 4
 White Plains, NY
 Price: \$30 (includes \$25 Sunset gift card*)

**THU
JUNE 6**

BURGER & BEER BLAST
 6:00PM - 10:00PM
 Sunset Westchester
 Kinnico Dams Plaza
 Valhalla, NY
 Price: \$39

**FRI
JUNE 7**

WINEMAKERS DINNER
 6:00PM - 10:00PM
 Roundhouse Vineyards at 428
 Kilaro on the Hudson, Yonkers
 Mabius Joseph Winery at
 La Fontaine
 Price: \$150 per person (tax and gratuity not included)

**SAT
JUNE 8**

GRAND TASTING VILLAGE
 12:00PM - 6:00PM
 Kinnico Dams Plaza,
 Valhalla, NY
 Price: \$25 (General Admission)
 \$35 (Commissioner's T-shirt with top wines, gourmet food, & wine tastings plus all Grand Tasting Village events.)

**SUN
JUNE 9**

JR. CHEF EXPERIENCE
 10:00AM - 12:00PM
 Sunset Westchester
 at The Westchester
 White Plains, NY
 Price: \$25 per child

CLICK HERE FOR TICKETS!

*All events are 21 and over only. No infants, toddlers or dogs allowed.

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TICKETS NOW ON SALE!

WESTCHESTER MAGAZINE'S
**WINE & FOOD
 FESTIVAL**
 JUNE 4-9, 2019

Get your tickets now for the area's premier multi-day festival of gourmet food, world-class wines, beer, spirits, food trucks and award-winning chefs.

EVENT LINEUP

**TUE
JUNE 4**

SALUTE A WINE TASTING TOUR OF ITALY
 5:30PM - 7:30PM
 Cigaro Restaurant & Bar

**WED
JUNE 5**

TASTE & STYLE
 6:00PM - 8:00PM
 Sunset Westchester at The Westchester

**THU
JUNE 6**

BURGER & BEER BLAST
 6:00PM - 10:00PM
 Kinnico Dams Plaza

**FRI
JUNE 7**

FOOD TRUCK FESTIVAL
 6:00PM - 9:00PM
 Cross County Shopping Center

**FRI
JUNE 7**

WINEMAKERS DINNER
 6:00PM - 10:00PM
 Roundhouse Vineyards at 428 Kilaro on the Hudson Mabius Joseph Winery at La Fontaine

**SAT
JUNE 8**

TASTING VILLAGE
 12:00PM - 6:00PM
 Kinnico Dams Plaza

**SUN
JUNE 9**

JR. CHEF EXPERIENCE
 10:00AM - 12:00PM
 Sunset Westchester at The Westchester

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Newsletter

2019 Wine & Food Festival



WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**
JUNE 4-9 2019

Restaurant Spotlight with
Joe DeFeis of Sloppie Joe's

What are you most excited for about participating in our first-ever Food Truck Festival?

I am very excited to be part of something first-ever because I have seen so much growth in the industry and have always been a close watcher of Westchester Magazine. The fact that I am even here to be part of something fresh and exciting is a blessing!

[Get tickets](#)



WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**
JUNE 4-9 2019

Restaurant Spotlight with
Billy Etzel of Coals Pizza

What are you most excited for about competing in the Burger & Beer Blast? Who are you raring to go head-to-head with?

I'm most looking forward to the part after the competition when we're done cooking 900 burgers...but it's all fun! Of course, Peter Kobby of X20 is always the one to look out for. You can always expect something very creative from him.

[Get tickets](#)



WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**
JUNE 4-9 2019

Restaurant Spotlight with
Nicholas Triscari of Wooden Spoon

What's a common mistake people tend to make that can ruin a good burger?

The easiest way to ruin a burger is smothering it in too much sauce. Too much sauce completely hides the burgers flavor and can make your bun too soggy and/or ruin your bun.

[Get tickets](#)



WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**
JUNE 4-9 2019

Restaurant Spotlight with
Tim Buccolo of Crafty Cue BBQ

What's your favorite regular haunt to park your truck?

We love the Westchester County events, like the Winter Wonderland and the July 4th fireworks show at the Kensico Dam. We get to see people enjoying their time off from work and enjoying food from all the trucks.

[Get tickets](#)



WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**
JUNE 4-9 2019

Restaurant Spotlight with
Alana Pace of Walter's Hot Dogs

What are you most excited for about participating in our first-ever Food Truck Festival?

We're most excited to see how the food truck community has grown and to serve alongside this incredible lineup of local food trucks!

[Get tickets](#)

Instagram Takeover



**CROSS COUNTY
SHOPPING CENTER**

*CROSS COUNTY
SHOPPING CENTER*

We will be taking over
Westchester Magazine's Instagram for

WESTCHESTER MAGAZINE'S
**WINE & FOOD
FESTIVAL**

Go to [@westchestermagazine](#)
to check it out!
[#wmwineandfood](#)



**CAPTAIN
LAWRENCE
BREWING COMPANY**

*CAPTAIN LAWRENCE
BREWING COMPANY*

We will be taking over
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FIN & BREW
PEARSEVILLE, NEW YORK

FIN & BREW

We will be taking over
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Leila's
Crepe Station

LEILA'S CREPE STATION

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**CHRISTIAN
PETRONI**

I'm taking over *Westchester Magazine's*
Instagram for

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**TIFFANY
STACY**

@breakfastatetiffany

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III. Suggested Social Media Posts

We create suggested posts for sponsors and participants to help increase awareness of the festival due to our collective group of social media followers. The participants and sponsors used the generic and specific (i.e. for Burger & Beer Blast sponsors or Grand Tasting Village vendors) posts for Facebook, Twitter and Instagram to inform their followers of the events and their involvement in Wine & Food Festival.

Not only did they use these suggested posts to garner attention, but they also used the graphics that Arlene designed.

Here is a sampling of the social media posts:

Taste & Style	
Facebook	Twitter
Where will you be on June 5 th from 6-9pm? We'll be at Westchester Magazine's Taste & Style at Savor Westchester in The Westchester, serving our amazing cuisine and YOU should be there too. Get your tickets: http://bit.ly/WMWineandFood #wmwineandfood	Where will you be on June 5 from 6-9pm? We'll be @WestchesterMag's Taste & Style at @TheWestchester, serving our amazing cuisine. http://bit.ly/WMWineandFood #wmwineandfood
We know you love our food, so join us at Westchester Magazine's Taste & Style on June 5 th . http://bit.ly/WMWineandFood #wmwineandfood	You love our food, so join us at @WestchesterMag's Taste & Style on 6/5. http://bit.ly/WMWineandFood #wmwineandfood

Sponsors

Who doesn't love mouth-watering food and excellent wine? We sure do! That's why we're a sponsor of Westchester Magazine's Wine & Food Festival and we want to see you there! http://bit.ly/WMWineandFood #wmwineandfood	Who doesn't love food & wine? We sure do! We're sponsoring @WestchesterMag's Wine & Food Festival and we want to see you there! http://bit.ly/WMWineandFood #wmwineandfood
Westchester Magazine's Wine & Food Festival (June 4-9) is coming! Are you as excited as we are? http://bit.ly/WMWineandFood #wmwineandfood	@WestchesterMag's Wine & Food Fest (6/4-6-9) is coming! Are you as excited as we are? http://bit.ly/WMWineandFood #wmwineandfood

Grand Tasting Village

<p>You could be trying our famous [FOOD OR DRINK] on June 8th. That's 60 restaurants, 200+ wines, chef demos, food trucks, and dessert at Kensico Dam from 12-4pm! We'll see there. http://bit.ly/WMWineandFood #wmwineandfood</p>	<p>Us, 60 other restaurants, 200+ wine, chef demos & food trucks all in one place on June 8th at Kensico Dam! We'll see you there. http://bit.ly/WMWineandFood #wmwineandfood</p>
<p>We'll be at Westchester Magazine's Grand Tasting Village on June 8th from 12-5pm at Kensico Dam! You'll be hooked on our [FOOD OR DRINK] after trying it. http://bit.ly/WMWineandFood #wmwineandfood</p>	<p>We'll be at @WestchesterMag's Grand Tasting Village on 6/8th.! You'll be hooked on our [FOOD OR DRINK] after trying it. http://bit.ly/WMWineandFood #wmwineandfood</p>

Burger & Beer Blast

Facebook	Twitter
<p>Where will you be on June 6th from 6-10pm? We'll be at Westchester Magazine's Burger & Beer Blast serving up our mind-blowing burgers and YOU should be there too! Get your tickets: http://bit.ly/WMWineandFood #wmwineandfood</p>	<p>Where will you be on June 6th from 6-10pm? We'll be @WestchesterMag's Burger & Beer Blast serving our mind-blowing burgers. http://bit.ly/WMWineandFood #wmwineandfood</p>
<p>We know you love our burgers so come on down to Westchester Magazine's Burger & Beer Blast on June 6th and vote for us to win the Heineken Light Best Burger Award! http://bit.ly/WMWineandFood #wmwineandfood</p>	<p>You love our burgers so join us at @WestchesterMag's Burger Blast & vote for us to win! http://bit.ly/WMWineandFood #wmwineandfood</p>

IV. Social Media Posts

As mentioned before, we started our promotion in December to get people excited for the festival and to jumpstart our promotion of the event. We started on Facebook & Twitter for the most part. Once the new year came, we jumped to Instagram to really capture the attention of our target and create excitement for the upcoming festival. We posted on all platforms, like our Facebook pages, Instagram, and Twitter for both Westchester Magazine and Wine & Food. As the festival came close, we posted consecutively on social media platforms to increase our reach and impressions. National holidays were another part of our research when it came time to creating posts. For example, May is “national burger month,” so we ensured that we used that hashtag to our advantage for all those burger lovers out there in Westchester County.

Here are some of the best posts that we had on both Wine & Food and Westchester Magazine pages:

The image shows two side-by-side screenshots of Facebook posts from the 'Westchester Magazine's Wine & Food Festival' page. Both posts were published by Brianna Marie on January 4.

Left Post: The post features a vibrant image of several burgers on a red and white checkered tablecloth. The text reads: "A night of endless burgers & beer? We're in! Get your tickets now for our annual Burger & Beer Blast on June 6th at Kensico Dam Plaza. <https://bit.ly/1PgXYY1>". The post has 909 People Reached and 57 Engagements.

Right Post: The post features a photograph of four women smiling and posing together at an event. The text reads: "Grab your girls and enjoy a night of food, shopping, fashion & cocktails at Taste & Style at Savor Westchester during our Wine & Food Festival! Get your tickets now for this sell-out event at <https://bit.ly/1PgXYY1>". The post has 639 People Reached and 52 Engagements.

Westchester Magazine's Wine & Food Festival
 Published by P. Casey Ferraro · December 26, 2018

The holidays are almost over and summer is (sort of) around the corner, which means Wine & Food Festival time! Save the date for the most delicious time of year...June 4th-9th. Tickets are on sale now at <https://bit.ly/1PgXY1>



Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 22,000 people.

674 People Reached 15 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Brianna Marie · April 12 at 6:00 PM

Who will be crowned Best Burger at the Burger & Beer Bash? You choose who will win the Heineken Light Best Burger award and our new panel of judges get to pick their favorite as well! The battle of the burger begins on June 6th at 6pm so make sure to pick up your tickets at <https://bit.ly/1PgXY1>!

#westchestercookoff #wineandfood #burgerfest #beerfest #summerights



Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 22,000 people.

676 People Reached 41 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Brianna Marie · April 13 at 6:30 PM

Here's just a few reasons why you should get tickets to the Grand Tasting Village on June 8th: The 808 Bistro, Baked by Susan, Bronx Little Italy Cooper's Mill, Benjamin Steakhouse, Polpettina & Treclino-north. Need I say more? Check out the full list of restaurants at <https://bit.ly/1PgXY1>. More to come!

#wineandfood #wineandfood #saturdayfunday



WINEFOOD.WESTCHESTERMAGAZINE.COM
Wine & Food Festival | Westchester Wine and Food Festival
 With seven events over seven days, Westchester Magazine's 9th...

Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 22,000 people.

721 People Reached 32 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Brianna Marie · April 5 at 6:00 PM

#TGIF & #Cheers to the weekend! Spend your Saturday at the Grand Tasting Village on June 8th. Experience 200+ of the world's finest wines hand-selected by the experts at Harrison Wine Vault. Want to feel more exclusive? Upgrade your tickets to the Party Line Connoisseurs Tent and have access to some of the most elite wines from around the world.

<https://bit.ly/1PgXY1>

#wineandfood #wineandfood #saturdayfunday #wintasting




Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 22,000 people.

611 People Reached 40 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Brianna Marie [1] · February 23 · [3]

#Squadup for our annual Burger & Beer Blast on June 6th at Kensico Dam Plaza! A night filled with unlimited burgers, beer & so much more. Follow our event page & Instagram for updates on the entire Wine & Food Festival. Tickets on sale now at <https://bit.ly/1PgxY1I>



Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 22,000 people.

1,129 People Reached 199 Engagements [Boost Post](#)

Westchester Magazine
 Published by Dawn Zucker [1] · January 4 · [3]

Grab your girls and enjoy a night of food, shopping, fashion & cocktails at Taste & Style at Savor Westchester during our Wine & Food Festival! Get your tickets now for this sell out event at <https://bit.ly/1PgxY1I>



Westchester Magazine
 Magazine [Send Message](#)

Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

1,526 People Reached 319 Engagements [Boost Post](#)

Westchester Magazine
 Published by Brianna Marie [1] · January 26 · [3]

Burgers, Beer, and so much more!! It may be early, but it's never too early to get your tickets to the Burger & Beer Blast! Be sure to follow our Instagram for updates on the tastiest festival around. @wmineandfood! #wmineandfood <https://bit.ly/1PgxY1I>



Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

1,211 People Reached 50 Engagements [Boost Post](#)

Westchester Magazine
 Published by Dave Zucker [1] · January 27 · [3]

Tickets are on sale now for the Jr. Chef Experience during the Wine & Food Festival! Your kids will enjoy many different activities like pizza making & cupcake decorating while hanging out with their favorite Nickelodeon characters! Follow our Instagram for updates on all of the events of the week and more. @wmineandfood #wmineandfood <https://bit.ly/1PgxY1I>



Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

2,749 People Reached 286 Engagements [Boost Post](#)

Westchester Magazine
 Published by Brianna Marie · February 19 ·

Wine & Food Festival New Event Alert! Mark your calendar for Friday, June 7th...we'll be hosting our 1st-ever Food Truck Festival at Cross County Shopping. That's right, grab all your friends for a night of food, drink, live music and LOTS of fun! Pick up your tickets today at <https://bit.ly/1PgxyYI>




Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

1,483 People Reached 84 Engagements [Boost Post](#)

Westchester Magazine
 Published by Dave Zanker · March 22 ·

Want to know the best place to spend a #Thursdaynight this Summer? Head over to the Burger & Beer Blast at Kensico Dam on June 6th. We're talking unlimited #burgers & #beer PLUS some of your favorite food trucks & spirits!

Get your tickets today at <https://bit.ly/1PgxyYI>
 #summer #wmineandfood #wineandfood #foodie



Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

972 People Reached 21 Engagements [Boost Post](#)

Westchester Magazine
 Published by Brianna Marie · April 13 at 3:00 PM ·

Here's just a few reasons why you should get tickets to the Grand Tasting Village on June 8th: The 808 Bistro, Baked by Susan, Bronx Little Italy, Cooper's Mill, Benjamin Steakhouse, Polpettina & Tredici - north. Need I say more? Check out the full list of restaurants at <https://bit.ly/1PgxyYI>. More to come!

#wmineandfood #saturdayfunday



Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 67,000 people.

2,161 People Reached 259 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Tiffany Mayetti · May 30 at 3:00 PM ·

We're in full #summermode and the Burger & Beer Blast is our favorite way to celebrate! A day at Kensico Dam Pkcs with burgers, beer, food trucks and more? Our mouths are watering just thinking about it. Purchase your tickets for next Thursday's event at <https://bit.ly/2w8lFf6> #wmineandfood #wmineandfood



Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 5,800 people.

2,363 People Reached 326 Engagements [Boost Post](#)

Westchester Magazine's Wine & Food Festival
 Published by Tiffany Masotti · June 3 at 3:00 PM ·
 Grab your #squad because tomorrow kicks off this year's Wine & Food festival! There still time to get tickets at <https://bit.ly/2wBifFe>. #wmineandfood



For tickets and more info, go to our website www.wineandfood.com

Get More Likes, Comments and Shares
 Boost this post for \$30 to reach up to 5,800 people.

2,107 People Reached 122 Engagements [Boost Post](#)

Tiffany Masotti, Casey Ferreira and 5 others 1 Comment, 8 Shares

Westchester Magazine
 Published by Dave Zucker · June 5 at 6:00 PM ·
 Raise your glass for everyone who came out to last night's Salute! Wine Tasting Tour of Italy!



WESTCHESTERMAGAZINE.COM
Wine & Food Fest Gets off to a Great Start With Salute!
 The turnout at last night's Italian wine tasting raises high hopes for the...

Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 19,000 people.

1,115 People Reached 23 Engagements [Boost Post](#)

Paula Kellher, Luisa Cavagna and 2 others 1 Share

Westchester Magazine
 Published by Tiffany Masotti · June 7 at 12:00 PM ·
 The best #FoodTruckFriday is TONIGHT! Come on down to Cross County Shopping and enjoy more than a dozen of Westchester's best food trucks. Tickets are almost sold out so visit <https://bit.ly/2wBifFe> before they're completely gone. #wmineandfood



Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 19,000 people.

1,152 People Reached 30 Engagements [Boost Post](#)

Plateful of Goodness and M.A.K. Construction Company 1 Share

Westchester Magazine
 Published by Dave Zucker · June 7 at 6:00 PM ·
 Congrats to all our esteemed competitors, including finalists 3 Westley's, 808 Social, Coals Pizza, North End Tavern, Piper's Kilt of Eastchester, The Rye Roadhouse, Southern Table Kitchen & Bar, The Whitlock, The Wooden Spoon, and K2O Xaver's on the Hudson!



WESTCHESTERMAGAZINE.COM
New Rochelle Won Big at Our 2019 Burger & Beer Blast
 NewRo restaurants took home gold in both the popular and Judges...

Get More Likes, Comments and Shares
 Boost this post for \$100 to reach up to 19,000 people.

2,997 People Reached 388 Engagements [Boost Post](#)

47 10 Shares