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MORE THAN 47,000 GUESTS CELEBRATE THE 10th ANNUAL FOOD NETWORK & COOKING CHANNEL NEW YORK CITY WINE & FOOD FESTIVAL PRESENTED BY COCA-COLA

- NYCWFF Has Raised More Than \$11 Million To Help End Hunger -

New York, NY (November 2017) – More than 47,000 passionate fans of all ages came out in October to EAT. DRINK. END HUNGER. and celebrate the 10th annual [Food Network & Cooking Channel New York City Wine & Food Festival presented by Coca-Cola](#) (NYCWFF). The annual gourmet gathering has raised more than \$11 million to date to benefit the hunger-relief organizations Food Bank For New York City and No Kid Hungry[®]. This year's anniversary was filled with 80 events, including refreshed concepts for its signature tastings at Piers 92/94, late-night soirées, family-friendly affairs, and an all-star line-up of intimate dinner experiences with world-renowned chefs.

"We are grateful for the support of all of the consumers, talent and partners who came out to help us celebrate a decade of serving up world-class wine, spirits, food and unique lifestyle experiences to benefit the hunger-relief organizations Food Bank For New York City and No Kid Hungry[®]," noted Festival founder and director Lee Brian Schrager, who also serves as senior vice president, communications and corporate social responsibility for Southern Glazer's Wine & Spirits.

The weekend kicked-off at the Northwestern Mutual Pier 92 Rooftop with Rock & Roll Hall of Fame inductee and worldwide rap personality **Rev Run** turning tables at **Smorgasburg presented by Thrillist hosted by the Cast of Chopped**. Some of the most impressive dishes that took home top honors throughout the weekend included: the coconut and passionfruit cake from Ron Paprocki (Gotham Bar and Grill) at **Pie vs. Cake hosted by Duff Goldman**, chosen by judges including renowned cake designer Margaret Braun, chocolatier Jacques Torres, and cookbook author and television personality Kathy Wakile, a warm quince and carrot turnover from Chef Michael Mignano (Perrine) that was crowned Alton's Rooftop Iron Chef Showdown Champion and the leeks vinaigrette from Chef Antoine Westermann (Le Coq Rico) at **Rooftop Iron Chef Showdown: Battle Autumn Bounty hosted by Alton Brown**. Chef Joe Isidori (Black Tap Craft Burgers & Beer) once again took home the Blue Moon People's Choice Award at the **Blue Moon Burger Bash presented by Pat LaFrieda Meats hosted by Rachael Ray**, which also featured a performance by the Grammy Award-winning, Platinum album-selling group Naughty by Nature, while Chef Paul Denamiel was crowned Pat LaFrieda's 2017 NYCWFF Burger Bash[®] Champion by judges Lance Bass, David Diehl, Elvis Duran and Jaymee Sire.

Food and beverage industry insiders and media took part in a series of panel discussions presented at this year's **Southern Glazer's Wine & Spirits Trade Tasting presented by Beverage Media Group**. Topics included:

- Inaugural Clean & Sustainable Cooking
- Inside Celebrated Living's Platinum List Awards
- Raising the Bar: Are Craft Cocktails the New "Farm-to-Table"
- Chefs are Rock Stars and Rock Stars are Chefs

The Festival's 10th anniversary also included more offerings for fans of all ages to take part in the star-studded gourmet weekend, including new events like **Alfa Romeo presents Italian Harvest Party sponsored by illy caffè and Barilla hosted by Giada De Laurentiis** and **Family Ice Cream Fun-dae hosted by Mario Batali and Ayesha Curry**. Returning

opportunities like the Culinary Demonstrations Only ticket for the fan-favorite **Grand Tasting presented by ShopRite featuring Samsung® Culinary Demonstrations presented by Mastercard®** and the **Coca-Cola Backyard BBQ presented by National Beef hosted by David Burtka, Pat LaFrieda and Andrew Zimmern**, where Ed Randolph (Handsome Devil) took home the Coca-Cola Backyard BBQ People's Choice Award for whole hogs and KCBS Award-winning St. Louis ribs, continued to please taste buds at any age during the festivities.

SAVE THE DATE: NYCWFF will return for its 11th annual edition October 11 – 14, 2018. Stay up to date online at nycwff.org or by following the action on Facebook, Instagram and Twitter @NYCWFF/#NYCWFF.

Between NYCWFF and its sister Food Network & Cooking Channel South Beach Wine & Food Festival ([SOBEWFF®](http://SOBEWFF.com)), which takes place each February in Miami, Florida, more than \$37 million has been raised to benefit the respective charities for each Festival. Beyond the funds raised, both Festivals draw attention to the vibrant dining culture in their respective cities, provide economic stimulus in their communities, and serve as an invaluable platform to drive awareness, engaging and inspiring people to get involved in philanthropic activities.

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About the Food Network & Cooking Channel New York City Wine & Food Festival presented by Coca-Cola

The Food Network & Cooking Channel New York City Wine & Food Festival presented by Coca-Cola is hosted by and benefits Food Bank For New York City and No Kid Hungry, with 100% of the Festival's net proceeds helping fight hunger. The Festival has raised more than \$11 million to date for these hunger-relief organizations. Southern Glazer's Wine & Spirits is the exclusive provider of wine and spirits at the Festival. In September 2017, *BizBash* named the Festival the #3 Food & Restaurant Industry event in the United States for the fifth year in a row. More information on the Festival can be found at nycwff.org.

About Food Bank For New York City

Food Bank For New York City has been the city's major hunger-relief organization working to end hunger throughout the five boroughs for more than 30 years. Nearly one in five New Yorkers relies on Food Bank for food and other resources. Food Bank takes a strategic, multifaceted approach that provides meals and builds capacity in the neediest communities, while raising awareness and engagement among all New Yorkers. Through its network of more than 1,000 charities and schools citywide, Food Bank provides food for approximately 62.5 million free meals per year for New Yorkers in need. Food Bank For New York City's income support services, including food stamps (also known as SNAP) and free tax assistance for the working poor, put more than \$150 million each year into the pockets of New Yorkers, helping them to afford food and achieve greater dignity and independence. Food Bank's nutrition education programs and services empower more than 50,000 children, teens and adults to sustain a healthy diet and active lifestyle on a low budget. Working toward long-term solutions to food poverty, Food Bank develops policy and conducts research to inform community and government efforts. To learn more about how you can help, please visit foodbanknyc.org. Follow us on [Facebook](https://www.facebook.com/FoodBankNYC) (FoodBankNYC), [Twitter](https://twitter.com/FoodBank4NYC) (@FoodBank4NYC) and [Instagram](https://www.instagram.com/FoodBank4NYC) (FoodBank4NYC).

About No Kid Hungry®

No child should go hungry in America, but 1 in 6 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.