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FOR IMMEDIATE RELEASE

Delight your taste buds at the inaugural Taste of Pearl food and wine festival in Downtown Boulder

Taste of Pearl brings 13 of Boulder's finest restaurants & 14 of Colorado's top wineries together for an unforgettable afternoon of tastings along the picturesque Pearl Street Mall

[Boulder, CO] **April 7, 2010** – Some of Boulder's best chefs will turn up the heat in their kitchens for a tasting experience that can't be missed on Sunday, April 25 during Downtown Boulder's inaugural Taste of Pearl event. For four hours (2 – 6 p.m.), attendees will stroll along Pearl Street – in and out of prominent businesses including: Art & Soul, Art Source International, Boulder Arts & Crafts, Boulder Book Store, Common Era, DecorAsian, Earthwood Gallery, Outdoor Divas, Pedestrian Shop, SmithKlein Gallery, Starr's Clothing, Tesla Motors, Weekends and Wenger Swiss Army - while delighting their taste buds with offerings from some of the most well recognized restaurants in the city (Black Cat, Brasserie Ten Ten, Centro Latin Kitchen, Flagstaff House, Frasca Food & Wine, Gondolier on Pearl, Happy, Jax, Mateo, Q's, Salt and West End Tavern).

Whether sampling Frasca's culinary masterpieces inspired by Friuli-Venezia Giulia - a sub-alpine region in northeast Italy or enjoying the soulful farm to table creations from Black Cat Chef/Farmer Eric Skokan, attendees will revel in the heavenly food tastings and distinctive wines by Augustina's Winery, Balistreri Vineyards, Bethlehem Cellars, Bookcliff Vineyards, Boulder Creek Winery, Desert Moon Vineyard, Dithyramb Winery, Garrett Estate Cellars, Infinite Monkey Theorem, Jack Rabbit Hill Winery, Redstone Meadery, Settembre Cellars, Snowy Peaks Winery, Spero Winery and Turquoise Mesa Winery.

Ticket prices are \$52.80 and can be purchased online at <http://www.tasteofpearl.com>. A portion of the events proceeds will benefit the Emergency Family Assistance Association (EFFA), a local non-profit helping those in Broomfield and Boulder counties whose immediate need for food, shelter and other basic necessities cannot adequately be met by other means, and supports their efforts toward financial stability or self-sufficiency.

“As Boulder becomes known as a world-class food destination and a leader in the farm to table movement, now's the perfect time to host an event to let people see what we have to offer,” said Sean Maher, Downtown Boulder executive director. “Taste of Pearl not only puts restaurants in the spotlight but also allows us to highlight some of Downtown Boulder's distinctive retailers and galleries. It's also a perfect venue for attendees to explore and support the shop/buy local movement by showcasing our state's wonderful wineries.”

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Taste of Pearl is sponsored by Xcel Energy's Smart Grid, the Camera, OutFront & 5280 Magazine and produced by Downtown Boulder, Inc.

About Downtown Boulder, Inc. (DBI)

Downtown Boulder, Incorporated (DBI) is a non-profit organization dedicated to continued preservation and enhancement of Downtown Boulder as the heart of the greater Boulder community. We work to maintain downtown as the center of commerce, government, culture, and leisure. DBI members support the overall vitality of downtown through public advocacy, political involvement, and community events that enhance the Boulder experience for residents and visitors. Membership in Downtown Boulder, Incorporated (DBI) is voluntary and open to any interested person or organization.
(<http://www.boulderdowntown.com>)

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