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**IRA FALK CONSEILLER GASTRONOMIQUE DES ETAS-UNIS OF THE
CHAÎNE DES RÔTISSEURS NAMED SAN DIEGO BAY WINE & FOOD
FESTIVAL “CULINARIAN OF THE YEAR”**

San Diego Business Owner Ira Falk of International Treescapes Recognized for his Contributions to San Diego's Hospitality Industry

San Diego, CA (December, 16 2014) – On November 20, 2014, The San Diego Bay Wine & Food Festival awarded Ira Falk the organization's coveted “Culinarian of the Year” Award during the 11th annual food and wine classic. The award is given annually to one individual who has made significant contributions to scholarship growth of San Diego's culinary, hospitality and enology students, said [San Diego Bay Wine & Food Festival](#) co-producer Michelle Metter.

“To say Ira has made an impact in San Diego's hospitality scene would be an understatement,” added Metter. “From providing fundraising for scholarship through hosted events, donations, and beyond, Ira and his wife Melissa have truly vested their time and resources into the future of our city's hospitality professionals.”

The Culinarian of the Year Award is given annually during the San Diego Bay Wine & Food Festival's *Wine Spectator* Celebrity Chef Dinner and Big Bottle Live Auction, which raises funds for scholarships to be awarded by the American Institute of Wine & Food (AIWF) and Chaîne des Rôtisseurs. A long time contributor to these scholarships, Chaîne des Rôtisseurs member, and former Baillage of the San Diego Chapter, Ira was selected by a judging panel consisting of [wine and food festival](#) co-producers Michelle Metter and Ken Loyst as well as past Culinarian of the Year Award Winners Steve Pagano, Manager of the Marriott Marquis San Diego Marina and Bernard Guillas, Executive Chef of the Marine Room.

The 11th annual San Diego Bay Wine & Food Festival held November 16-23, raised a combined \$50,000 in both the silent and live auctions for scholarships to be awarded in 2015. To date, the San Diego Bay Wine & Food Festival has raised more than \$350,000 in scholarships for the AIWF and Chaîne des Rôtisseurs.

To be eligible for the scholarship, applicants must enroll in an accredited continuing education program in the culinary arts, enology/viticulture, or hospitality and must be connected to San Diego by school, work, or recent involvement in food or wine. Programs may be within or outside of the U.S., but must offer continuous relevant hands-on, in-person experience. Scholarship winners will be officially recognized at the [food and wine festival](#) during the *Wine Spectator's* Celebrity Chef Dinner in front of an audience of professional chefs, winemakers, sommeliers, AIWF and Chaîne des Rôtisseurs members, and food and wine media.

Scholarship awards typically range from \$1,000 to \$5,000 and the funds do not need to be repaid. The scholarship funds will be sent directly to the school the successful applicant will be attending. To be considered for next year's scholarships, see the Festival's website next August 2015 at www.sandiegowineclassic.com for information regarding the application process.

The 12th Annual [San Diego Bay Wine & Food Festival](#) will take place on November 15 – 22, 2015.

AMERICAN INSTITUTE OF WINE AND FOOD

AIWF was founded as a 501 (c)(3) educational organization. It was established in 1981 by Robert Mondovi, the late Julia Child and others to promote a forum for the study and enjoyment of gastronomy. San Diego is host to the AIWF Culinary Collection at the Mandeville Special collections Library at UCSD. Visit www.aiwf.org for further information.

CHAÎNE DES RÔTISSEURS

The Confrérie de la Chaîne des RôtisseursTM is the oldest and largest food and wine society in the world. Our society is vintage, but our events are cutting edge! The chapter in the United States is now in its 53rd year with about 6,000 gourmands, gourmets, gastronomes, chefs, restaurateurs, hoteliers, oenologists, winery owners, sommeliers, food and wine educators, and others interested in the finest of dining and life experiences and enjoying the camaraderie of friends at dinners and events. The tradition of the royal guild of goose roasters of 1248 was revived in Paris in 1950, and we now carry on those traditions. Visit www.chaineus.org for additional information.

SAN DIEGO BAY WINE & FOOD FESTIVAL

The 11th Annual San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Held November 16-23, 2014, the event benefits culinary arts and enology scholarships awarded by The American Institute of Wine & Food and the Chaîne des Rôtisseurs. Over 200 wineries, breweries and spirit companies, 70 of San Diego's top fine dining restaurants and 30 gourmet food companies will participate in the 2014 Festival. For more information visit www.sandiegowineclassic.com. Produced by World of Wine Events and Fast Forward Event Productions. For more information call 619-312-1212.

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