

Media photos available here: <http://bit.ly/2j9kog8>  
Click here to view this release online: <http://bit.ly/2hVSiNE>



Media Contact: Jen Pruettt • HDE Agency • [jen@hdeagency.com](mailto:jen@hdeagency.com) • 602-276-2499 • Tweet Me [@jenpruettt](https://twitter.com/jenpruettt)

## **Scottsdale Culinary Festival, Arizona's Tastiest Fundraiser, Returns for Two Days of Food, Fun and Festivities, April 8-9, 2017**

40 local restaurants, 30 craft breweries, 20 bands, a teen cooking challenge, chef demos, family zone, wine garden, and vodka lounge top 2017 highlights

Scottsdale, AZ (January 5, 2017)-Scottsdale Culinary Festival, Arizona's tastiest fundraiser is set to return to the Scottsdale Civic Center Mall on Saturday, April 8 – Sunday, April 9, 2017. Hosted by the Scottsdale League for the Arts, event highlights include 40 local restaurants, 30 craft breweries, 20 bands, a teen cooking challenge, chef demos, family zone, wine garden, and the Tito's Handmade Vodka deck.

The 2.5-acre Scottsdale Culinary Festival grounds will feature eleven themed zones jam packed with interactive experiences to taste, sip and celebrate the Arizona food culture. Access to all zone activity is included in the general admission ticket pricing, *with the exception of the VIP zone and the Beer Garden.*

Hosted by Four Peaks Brewing Co., the Beer Garden will feature 200 specialty beers from local and national craft breweries, food from local restaurants and beer games. In the Culinary Experience Tent education is the focus with a mixology demo, chocolate making demo, food photography seminar and urban farming seminar. Or, take a break from the food and enjoy live entertainment on three stage. For the kiddos - fun abounds in the Family Zone where kiddos will enjoy face painting, bouncy houses, carnival games, a magician, crafts and more.

On Saturday in the Virginia Piper Theatre, take a break from the festival to watch the preliminary rounds of the second annual Teen Cook Off where local culinary arts students will compete for great prizes and bragging rights. Then, return to the festival on Sunday for the final competition round!

New to the Scottsdale Culinary Festival in 2017 is the Local Lounge presented by Hensley Beverage Co., showcasing local wineries, spirits, and craft beer from around the state of Arizona. Sip and sample the best that the Valley of the Sun has to offer in wines, spirits, and cuisine while being entertained by local musicians and artists.

### **Scottsdale Culinary Festival Quick Facts**

**When:** Saturday, April 8, 2017, noon – 9 p.m.  
Sunday, April 9, 2017, noon – 6 p.m.

**Price Points:** \$12 General Admission – Presale online  
\$15 General Admission – Day of  
Kids 12 and under are free  
\$42 Beer Garden – Presale online  
\$45 Beer Garden – Day of  
Beer Garden includes GA to the Scottsdale Culinary Festival + a souvenir tasting mug and 20, 4 oz beer samples  
\$150 Saturday VIP Admission  
\$125 Sunday VIP Admission

VIP admission includes a meet and greet with celebrity chefs, exclusive demo seating, and unlimited food & wine tastings inside the VIP tent, while supplies last  
Scottsdale Civic Center Mall, 7380 E Second Street, AZ 85251

**Where:**

**Tickets:** [www.scottsdalefest.org](http://www.scottsdalefest.org)

Also, new this year is the Corporate Cabanas! For a more private experience, private cabanas are available and include all of the perks of VIP admission plus a private lounge space. This is the perfect way to treat clients, friends and family to an exclusive experience. More details and package specifics can be found online here: <http://scottsdalefest.org/2017-corporate-cabanas/>

All net proceeds raised will support the non-profit Scottsdale League for the Arts in its effort to promote the arts and arts education organizations in the Phoenix metropolitan area, via annual fundraisers such as the Scottsdale Culinary Festival and The Friends of James Beard Benefit Dinner. Since 2002, the League has contributed more than \$4 million to numerous organizations such as Ballet Arizona, Childsplay, and Free Arts of Arizona. For a complete list of events, please visit [www.scottsdalefest.org](http://www.scottsdalefest.org).

#### **About the Scottsdale League for the Arts**

The Scottsdale League for the Arts is a 501(c)(3), non-profit volunteer organization of accomplished men and women who support artists, arts programs and arts education through fundraising and special events. In order to offer continuous value and assistance to the arts, the League awards all net funds raised to a variety of arts focused organizations through a grants program. For more information visit: <http://leagueforthearts.org>.

#### **About HDE Agency**

HDE Agency is an integrated multi-media marketing agency dedicated to expanding client visibility and establishing marketable brand positioning. We offer a wide range of brand development services including public relations, design, advertising, social media, print collateral and event production. By establishing a strong foundation of action based campaigns, HDE Agency strives to transform our clients' goals and objectives into tangible efforts measurable by an increase of customers, sales and community relationships. Visit HDE Agency online at [www.hdeagency.com](http://www.hdeagency.com) for a complete list of services and learn about our current projects, events and community engagements through the HDE Agency blog at [www.hdeagency.com/blog](http://www.hdeagency.com/blog). HDE Agency can help you **expand your reach!**