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## **TURNING YOUR LIVING ROOM INTO A LUXURY BOX**

*Levy Restaurants and Wine Market Council Provide a Winning Recipe for Game Day Get-Togethers*

**JACKSONVILLE (January 6, 2005)** – If you can't make it to the Sunshine State for the big game on February 6, do the next best thing and bring winning flavors to your super party. This year, Wine Market Council, a non-profit association, has teamed up with Harry Smith, Executive Chef for Levy Restaurants at Jacksonville's ALLTEL Stadium, to give you the inside track on what the game goers will be feasting on – and toasting with.

### **WINE NOT?**

Chef Harry Smith urges Americans not to think of Super Sunday as a beer-only occasion. "From the Terrace Suite (ALLTEL Stadium's fine dining restaurant) to at-home get-togethers, fans are looking to add some variety to the game day menu – and that means adding wine to the mix," he explains. "Sports fans have developed much more sophisticated palates in recent years," adds Smith, "Pairing wine with food is now an everyday way to enhance the total dining experience."

So whether you choose to stick to wings and pretzels or try Chef Smith's specialties like *Voodoo Shrimp, White Bean and Basil Dip* and *Crisp Chicken Panzanella Bites* (recipes enclosed), wine's versatility offers great crowd-pleasing options. Levy Restaurant's super

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recipes and Wine Market Council's winning wine advice make it easy to turn your living room into a luxury box for a Super Sunday party this year.

## **TACKLE YOUR WINE FEARS**

Wine Market Council president John Gillespie says there's no reason to stress about selecting wines to serve on Super Sunday. "Have fun with your wine choices and your guests will do the same. Stick with what you like – choose food-friendly red and white options and you can't go wrong," he explains. For example, Gillespie recommends versatile **Sauvignon Blanc** as a crowd-pleasing white wine offering. For guests who prefer reds, he suggests supple and mellow **Merlot** to showcase the flavors in Chef Smith's super recipes.

Gillespie also offers the following "Super Party Touchdown Tips," for a winning glass every time:

- **Stick to the party-planning playbook.** When preparing for your party, plan for about two glasses of wine per guest. To determine which types of wine, use the simple formula of 60 percent white wine and 40 percent red wine. Champagne, sparkling wine and rosé are considered white wine for these calculations.
- **Check out the wine aisle.** For Super Sunday, just make a trip down the wine aisle at the grocery store when you're stocking up on the rest of your party supplies. With so many great wines readily available under \$10, it's the perfect beverage to cheer on your team.
- **Consider up-sizing.** Remember that there are a wide variety of magnum-sized wine bottles (1.5 liters) that hold 10 glasses of wine, compared to the regular 750 ml bottle of wine that pours 5 glasses. Today's new generation of boxed wines are great party-friendly choices, too.

- **Don't worry about the glass.** From plastic partyware tumblers to stemmed glassware – any glass can be a wine glass. Feel free to serve wine in whichever glass will make your guests feel comfortable.
- **Re-cork 'em.** You don't have to dump those partially-consumed bottles post-party. Just re-cork and your wine will stay fresh for 3-4 days in the refrigerator (or, for red wines, 3-4 days on your kitchen counter).

Wine Market Council is an independent, non-profit trade association of grape growers, wine producers, importers, wholesalers, retailers and other organizations affiliated with the wine industry. For more information, visit [www.winemarketcouncil.com](http://www.winemarketcouncil.com) or [www.wineanswers.com](http://www.wineanswers.com).

Celebrating its 25<sup>th</sup> anniversary, Chicago-based Levy Restaurants is recognized as one of the country's fastest growing and most critically acclaimed restaurant companies and is the market leader in premium sports and entertainment dining. The company owns, manages or operates 91 locations, including 26 restaurants and 65 sports and entertainment venues in 38 markets across the country, Canada and in the United Kingdom. Levy's portfolio includes award-winning restaurants such as Spiaggia and Bistro 110 in Chicago and Fulton's Crab House at Walt Disney World. Levy has also catered a number of premiere events including Super Bowl XXXIII, the Grammy Awards, major league all-star and championship games, the World Series, the Kentucky Derby and NASCAR racing. For more information on Levy Restaurants, visit the company Web site at [www.levyrestaurants.com](http://www.levyrestaurants.com).

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