

FOR IMMEDIATE RELEASE

OREGON WINE & FOOD FESTIVAL HAS NEW OWNERS

The Oregon Wine & Food Festival has been purchased by Scott and Jill Ingalls, owners of Ingalls & Associates of Lebanon, Oregon. Ingalls & Associates is an advertising and promotions firm and has been in Oregon for 20 years. The Ingalls duo has management and production experience in over 200 festivals, events and trade expositions. Scott Ingalls has provided advertising and marketing services to dozens of Oregon events, while Jill Ingalls was the marketing and events director for the Linn County Fair and Expo Center for 10 years.

“We want this to become Salem’s signature event again”, new owner Scott Ingalls said as he announced taking ownership of the Oregon Wine & Food Festival. “This used to be the premier event in Salem and should be again”.

The event just finished its 27th year in existence and features dozens of Oregon Wineries, food, art and main stage entertainment. It is held in the Jackman-Long building at the Oregon State Fairgrounds. It has historically been the source for support of such non-profit organizations as Catholic Charities, the Salem Exchange Club and other youth oriented charities.

A few changes are in the planning stages for the 2010 event including increasing the size of the event to take up the entire Jackman-Long Building, adding micro-brews to the selection and upgrading the food services at the Festival, and incorporating the word “BREW” into the name. “We won’t have any ‘home show’ type vendors in the Festival this year”, said Ingalls. “We want to feature more upscale area restaurants, chocolatiers, bakeries and focus on Oregon specific foods & produce in the Festival. There won’t be any carnival type food vendors.” “We are also recruiting expert help to jury the art vendors in the Festival, focusing on higher quality, Oregon artists”.

Ingalls & Associates has already starting packaging with Amtrak, and Shilo Inns & Suites of Salem. Attendees arriving by train and staying with Shilo will enjoy complimentary shuttle services from the Amtrak Station to the hotel, and from the hotel to the event all weekend. The Shilo will also be offering a ‘VIP’ package to the Festival which includes a suite, two commemorative wine glasses, tastings and a VIP hospitality area at the Festival.

“We have had very positive support to our announcements and are looking forward to bringing this event and the fun back to Salem”.

The 2010 Oregon Wine, Food and Brew Festival is scheduled for January 8th and 9th at the State Fairgrounds in Salem.

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