

13TH ANNUAL

Heart's Delight Wine Tasting & Auction

BENEFITING THE AMERICAN HEART ASSOCIATION

Heart's Delight is widely recognized as a premier destination event where master winemakers, culinary greats and our distinguished guests gather to play and bid in the Nation's Capital. This distinctive event is a four-day celebration of exceptional food and wine with unique touches woven throughout.

WEDNESDAY evening is our new United States of Wine celebration showcasing the best of American wine. Highlighted wines will be presented by owners and winemakers and will include a live auction featuring large format bottles direct from the winery.

THURSDAY offers a series of intimate wine dinners with an international flair in homes, restaurants and Embassies with a host, chef and winemaker at each.

FRIDAY features an exclusive Vintners Dinner highlighting the wines of a first growth from Bordeaux. The dinner is followed by a live auction led by Sotheby's Jamie Ritchie. There will also be an award presented to the Congressional Honoree.

SATURDAY begins with a virtual tour of Bordeaux including a unique wine tasting of the 2009 vintage and an older vintage selected by the visiting Château owners and wine directors. The adventure continues with exciting seminars and food prepared by some of the nation's top chefs, making Heart's Delight the place to discover the latest in epicurean trends and new talent. During the Grand Tasting Reception guests will have the opportunity to bid on exclusive travel packages, dining experiences and rare and exceptional wines during the spirited silent and live auctions.

WHY?

With our 12 year history of incredible generosity from around the world, Heart's Delight has raised more than 10 million dollars for the American Heart Association. The American Heart Association's mission is to build healthier lives, free of cardiovascular diseases and stroke. We are also very proud that 84 cents of every dollar raised through Heart's Delight goes to this mission.

Heart disease is the number one killer in the nation and stroke is number three. While Heart's Delight has surpassed all expectations, continued support of qualified research projects and tailored educational opportunities is still needed to bridge the gap between current knowledge and future lifesaving techniques.

Heart's Delight attendees fit the guest profile below:

Male: 58% **Female:** 42%

Median Age Range: 48-56 years

Affluent: average annual household income of \$400,000+

Educated: 91% of guests hold an advanced degree

Epicurean: well-traveled, experienced diners, collectors

Experiential: prefer to test items before purchasing

Leaders: prominent figures in government, national and regional businesses, health care, hospitality



WHEN

United States of Wine Celebration: Wednesday, May 2, 2012

Private Dinner Series: Thursday, May 3, 2012

Vintners Dinner: Friday, May 4, 2012

Tastings and Auctions: Saturday, May 5, 2012

WHERE

United States of Wine Celebration: Rooftop 101 Constitution Avenue, NW, Washington, DC

Private Dinner Series: Embassies, restaurants and private homes in Washington, DC

Vintners Dinner: Andrew W. Mellon Auditorium (1301 Pennsylvania Avenue, NW Washington, DC)

Tastings and Auction: Omni Shoreham Hotel (2500 Calvert Street, NW Washington, DC)

SPONSORSHIP

Sponsorship opportunities range from \$5,000 - \$125,000.

TICKETS

Ticket prices range from \$250 to \$2,000

PAST CHAIRMEN

Mark Bisnow *Bisnow Media*

Thomas Hale Boggs, Jr. *Patton Boggs LLP*

Hon. John Breaux, *Breaux Lott Leadership Group*

Nicholas Calio *Air Transport Association*

Scott Greenberg *Greenberg, Wexler & Eig, LLC*

John Kane *The Kane Company*

Hon. Trent Lott, *Breaux Lott Leadership Group*

Constance Milstein *The Countess de La Haye Saint*

Hilaire & The Jefferson Hotel / Ogden CAP Properties

Samuel Schreiber *Wachovia, a Wells Fargo Company*

Richard Thompson *Patton Boggs LLP*

George Vradenburg *The Vradenburg Foundation*

PAST HONOREES

The Honorable Richard B. Cheney

The Honorable James E. Clyburn

The Honorable Bill Frist

The Honorable Steny Hoyer

The Honorable Jim McCrery

The Honorable Richard Neal

The Honorable Ted Stevens

PAST PARTICIPATING FIRST GROWTHS

Château Latour, presented by Florence Pinault-Rogers & Frederic Engerer

Château Margaux, presented by Paul Pontallier

Château Mouton Rothschild, presented by Philippe Dhalluin

Château Haut Brion, presented by HRH Prince Robert of Luxembourg & Jean-Philippe Delmas

PAST PARTICIPATING EMBASSIES AND OFFICIAL RESIDENCES

Residence of Argentina

Embassy of Australia

Residence of Austria

Residence of Brazil

Residence of Canada

Residence of Chile

Residence of Colombia

Residence of France

Residence of Greece

Residence of India

Residence of Italy

Residence of New Zealand

Residence of South Africa

Residence of Spain

Residence of Turkey

PAST SPECIAL GUESTS

Bret Baier, *Special Report with Bret Baier*

Ray Isle, *Food & Wine*

Thomas Matthews, *Wine Spectator*

Robert M. Parker, *The Wine Advocate*

Bill Plante, *CBS News*

Jamie Ritchie, *Auctioneer, Sotheby's*

Jancis Robinson, *MW JancisRobinson.com*

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