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For Immediate Release

**9<sup>th</sup> Annual Passport to Dining  
*Date and Improvements Announced about Popular Food & Beverage Tasting Event***

KINGS BEACH, CA (October 3, 2013) —Passport to Dining, North Tahoe's most affordable food and beverage tasting event is a not-to-miss fall social gathering featuring tastings from local restaurants, caterers, breweries, wineries and distilleries as well as a silent auction. The event is North Tahoe Business Association (NTBA) most important fundraiser and will take place on Thursday, November 14, 6-9pm at the North Tahoe Event Center in Kings Beach.

NTBA recently announced a partnership with Placer County Wine Association on this year's Passport to Dining. Placer County Wine Association includes family-owned and operated boutique wineries in Auburn, Lincoln, Loomis, and Newcastle. "As North Lake Tahoe's local wine region, it makes perfect sense for Placer County Wine Association to partner with NTBA on Passport to Dining," says Jocelyn Maddux of Lone Buffalo Vineyards. To date, five Placer County Wine Association wineries, Lone Buffalo, Vina Castellano, Fawnridge, Dono dal Cielo and Bear River Winery will offer wine tastings from their boutique vineyards at the event.

Due to increased attendance last year and up to ten additional tasting stations, Passport to Dining will utilize the full North Tahoe Event Center including the Lakeview suites to give folks more room to mingle, socialize and enjoy up to 35 tasting stations.

Passport to Dining's silent auction is quickly becoming recognized as one of the best in North Lake Tahoe because of the quality, quantity and variety of items that are included. Attendees are able to pick up terrific items including Northern California Getaway Packages and many additional valuable items and packages at a great value.

New this year, NTBA will donate a portion of Passport to Dining proceeds to Community House, a new, welcoming place in the heart of Kings Beach, offering integrated services from Project MANA, Tahoe SAFE Alliance, North Tahoe Family Resource Center and more.

Passport to Dining tickets are now available online through EventBrite.com for \$35; while supplies last. Each ticket includes unlimited, responsible tastings at the event and a Placer County Wine Tasting Pass, valid for complimentary tasting for two people, or 10% discount on



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purchases when visiting Wine Association member wineries. Day of event tickets are available for \$45. For more information or to purchase tickets with cash or check, please call 530-546-9000.

Passport to Dining is sponsored by the participating restaurants, caterers, breweries, and distilleries and produced by North Tahoe Business Association in partnership with Placer County Wine Association. Passport to Dining media sponsors include Tahoe TV, Moonshine Ink, Sierra Sun, and The Weekly.

North Tahoe Business Association (NTBA) is a non-profit 501(c)6 organization founded in 1979 that works to improve economic vitality and quality of life in the communities of North Lake Tahoe. NTBA is a member-based organization made up of approximately 150 businesses, non-profit organizations, and individuals in Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay. For more information, visit [www.NorthTahoeBusiness.org](http://www.NorthTahoeBusiness.org).

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