



**Contact:** Lisa Anthony Toller  
NewLevel Group  
707.255.5555 (office)  
707.738.2792 (cell)  
[ltoller@newlevelgroup.com](mailto:ltoller@newlevelgroup.com)

**For Immediate Release**

November 18, 2004

**The American Institute of Wine & Food Moving to Napa Valley**  
*NewLevel Group selected to manage AIWF*

NAPA, California – The American Institute of Wine & Food (AIWF) announced it will relocate its headquarters to Napa, California on January 1, 2005. AIWF is currently based in Louisville, Kentucky. “Napa Valley is considered by many to be the center of wine and food in the United States,” said AIWF’s Chairman, Susan Walter. “It made sense to return to our roots in Napa Valley where AIWF was originally conceived by Robert Mondavi, Julia Child, and Richard Graff almost twenty-five years ago.”

To complete the relocation, AIWF announced a new affiliation with Napa management consulting firm, NewLevel Group. The firm will work closely with The AIWF’s Board of Directors and chapter leaders to grow the 6,000-member organization. Peter Ventura, AIWF Vice Chairman, said “We selected NewLevel Group because of their results-focused approach as well as their experience with food and wine organizations and with trade associations.” Ventura joined Robert and Margrit Biever Mondavi recently to inaugurate the new relationship with John Heymann and Lisa Toller of NewLevel Group.

“It’s an exciting opportunity for us to work with The AIWF,” said John Heymann, founder of NewLevel Group. “AIWF has been a long-time leader in educating the American public about what we eat and drink. In this era of fast food, poor nutrition, and concern about weight-related disease, there is more opportunity than ever for AIWF to make a difference with its educational programs.” For example, Days of Taste®, AIWF’s signature initiative, has introduced thousands of fourth and fifth grade students across the nation to the importance of nutrition, the origin of food, cooking, and the traditions behind sharing a meal. The children learn about the senses, tour nearby farms, visit grocery stores under the guidance of local chefs, and cook meals at their restaurants. For many of the children, it is their first experience cooking with fresh ingredients and connecting a prepared meal to its origin.

The American Institute of Wine & Food is a non-profit organization that was founded in 1981 by Julia Child, Robert Mondavi, Richard Graff, and others, to advance the understanding, appreciation, and quality of wine and food. Today, The AIWF has 29 chapters in the United States, with 6,000 members who are restaurateurs, food industry professionals, food educators, nutritionists, chefs, wine professionals and dedicated food and wine enthusiasts.

For more information about AIWF, contact Lisa Anthony Toller at 707.255.5555 or visit [www.aiwf.org](http://www.aiwf.org).