

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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For third consecutive year, Food & Wine Trails named “World’s Top Travel Specialist” by editors of Conde Nast Traveler Magazine.



HMS succeeds by tapping into rapidly growing, culinary-travel trend.

Santa Rosa CA – Food & Wine Trails owner, Larry Martin has been chosen for the third consecutive year as one of the “135 World’s Top Travel Specialists” by the editors of Conde Nast Traveler magazine. The award was in the category of Wine Tourism. According to Wendy Perrin, editor for Conde Nast Traveler, “More than 10,000 travel agents and tour operators have tried to make this list since its inception 11 years ago, but only 135 make the grade.”

Culinary tourism is one of the consistently growing segments of travel, propelled by the maturing of the Baby Boomers and the public’s increased appetite for high-quality food and wine. The most recent 2008 study on culinary tourism by the Travel Industry Association of America, Edge Research and Gourmet Magazine showed:

- One in six American leisure travelers is a “culinary traveler” – that’s **17%** of the leisure-travel market, or about **27 million** prospects.
- Culinary enthusiasts traveled **15% more** in the past three years than general leisure travelers.
- Culinary enthusiasts spent **5% more** on vacations.
- **58%** of all U.S. leisure travelers polled say that they are somewhat/very interested in taking a trip to **engage** in culinary-or wine related activities in the next year.

Last year, Food & Wine Trails, took over 3,000 food and wine lovers to culinary destinations around the world. These tours are mostly sponsored by nationally known wineries, cooking schools, food and wine media and the cruise lines themselves, who use Food & Wine Trails programming to further their sales and their brands.

Said Martin, “We operate programs in most of the major food and wine destinations of the world – from Bordeaux, France to Mendoza, Argentina. This involves doing extensive travel research to develop a proprietary network of passionate food and wine experts. These are not traditional mass-market tour guides, but frequently are sommeliers, winemakers or cooking school owners who meet our customers to give them access and experiences they could not find on their own. That is the key to our success.”

Food & Wine Trails is based in Santa Rosa, California. Conde Nast Traveler is one of the world’s largest travel publications, with an annual circulation of close to 10 million readers according to Echo Media.

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