

your dream just got better
Announcing 2010 Adventures

Cruise update: We are pleased to announce our late 2009 and 2010 wine-cruise series. New destinations and new wineries have been added, plus many past favorites. The emphasis this year is on value, with Oceania Cruises adding larger group discounts, no longer charging for onboard water and soft drinks, and not charging extra for government taxes. Joining the famous ZAP cruise will be less expensive as they are departing from Florida to the lesser-known islands of the Caribbean. And next year's Russian River Valley Winegrower's Riviera Pinot Passion cruise is approximately \$300 per person less expensive than this year's, for a cruise of the same length. We are also proud to announce our new cruises for Food & Wine Magazine, Benziger, Firestone & Sebastiani, and Flowers wineries.

October 9, 2009: Domain Carneros is hosting a 10 day cruise on the yacht-like cruise ship Silversea's Silver Cloud, leaving Montreal, and ending in New York. Enjoy fabulous champagnes and Pinots plus a 50% discount and a \$500 cruise credit on this cruise adventure.

February 26, 2010*: ZAP will be aboard Celebrity Cruise's elegant new ship, the Equinox, on a unique 10 day Southern Caribbean sailing. Hosted by the winemakers from four of ZAP's winemaking producers, a bevy of fun events are planned, including Reserve tastings, winemaker dinners, port tastings, an optional dinner under the stars, and more.

April 4, 2010*: Benziger Family Winery is the Sonoma Valley winery known for their sustainable growing practices and high wine ratings. They will host their first cruise, sailing on Oceania for 10 days from Rome to Barcelona.

May 14, 2010*: Matanzas Creek and Arrowood Vineyards & Winery are two of the Sonoma Valley's wineries most known for their red wines. On the second "Best of the Sonoma Valley Wine Cruise", winemakers from both wineries will lead the group on a 10 day Oceania cruise from Athens to Barcelona.

May 19, 2010*: Food & Wine Magazine has joined with F&W Trails for their first magazine sponsored wine cruise and will visit almost every wine port in Europe, including Bordeaux, Provence, Bolgheri and Penédes. Hosted by their wine expert Anthony Giglio, winemakers will join you throughout this 14 day experience to keep you informed and entertained.

May 24, 2010*: Firestone, Sebastiani, Three Rivers and Lincourt wineries are hosting a winemaker led 12 day Oceania cruise that allows you to visit Burgundy and the Rhone Valley before boarding in Marseille and sailing onto Rome.

June 17th, 2010*: Pinot Passion goes to the Riviera. The **Russian River Valley Winegrowers** are hosting their second Pinot cruise aboard Oceania, where for 10 days you will cruise the Italian and French Rivieras and focus on the wines of Southern France.

June 30th, 2010*: The **Napa Valley Cabernet** 12 day cruise will be hosted by wine experts from Robert Mondavi, Franciscan and Mt. Veeder wineries. Travel to some of the world's best wine regions with some of the best from the Napa Valley.

July 24, 2010*: **Flowers Vineyards & Winery** is one of F&WT's newest winery partners. You know we love Pinot, and few make Pinot better than Flowers. Although many of their wines are sold out, winery President Tom Hinde promises to raid his cellar for this 12 day Oceania sailing from Venice to Rome.

August 25, 2010*: **Best of Long Island's** winery hosts Paumonok Vineyards and Wolffer Estate Vineyards are two hot East Coast producers. Their winery owners and winemakers are again leading a group sailing from Lisbon and ending 12 nights later in Rome. Besides lunches and tours of such world famous Super-Tuscan wineries as Ornellia, we're in the process of creating a brand new shore tour in Portugal's Oporto!

October 24, 2010*: In Fall of 2010, **White Oak Winery's** founding partner and winemaker Bill Meyer, with his long-time partners Erleen & Dick Ludwig, are again hosting a 10 day wine-cruise aboard Oceania Cruises' Regatta from Athens to Rome. This is our only fall cruise where you will have the chance to visit European wine regions during their harvest season.

*** Free air fare, group discounts and prepaid gratuities for early bookings!**

Programs can change. Prices are per person double and are subject to change.

FOR MORE INFORMATION ON
ANY OF OUR F&WT'S 2010
WINERY-HOSTED CRUISES CALL OUR
TRAVEL CONSULTANTS AT
800-367-5348
OR VISIT US AT
www.foodandwinetrails.com

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SUMMER 2009 NEWSLETTER:
ANNOUNCING 2010 ADVENTURES,
PLUS INDIA, DUBAI, & MORE

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Summer 2009 Newsletter

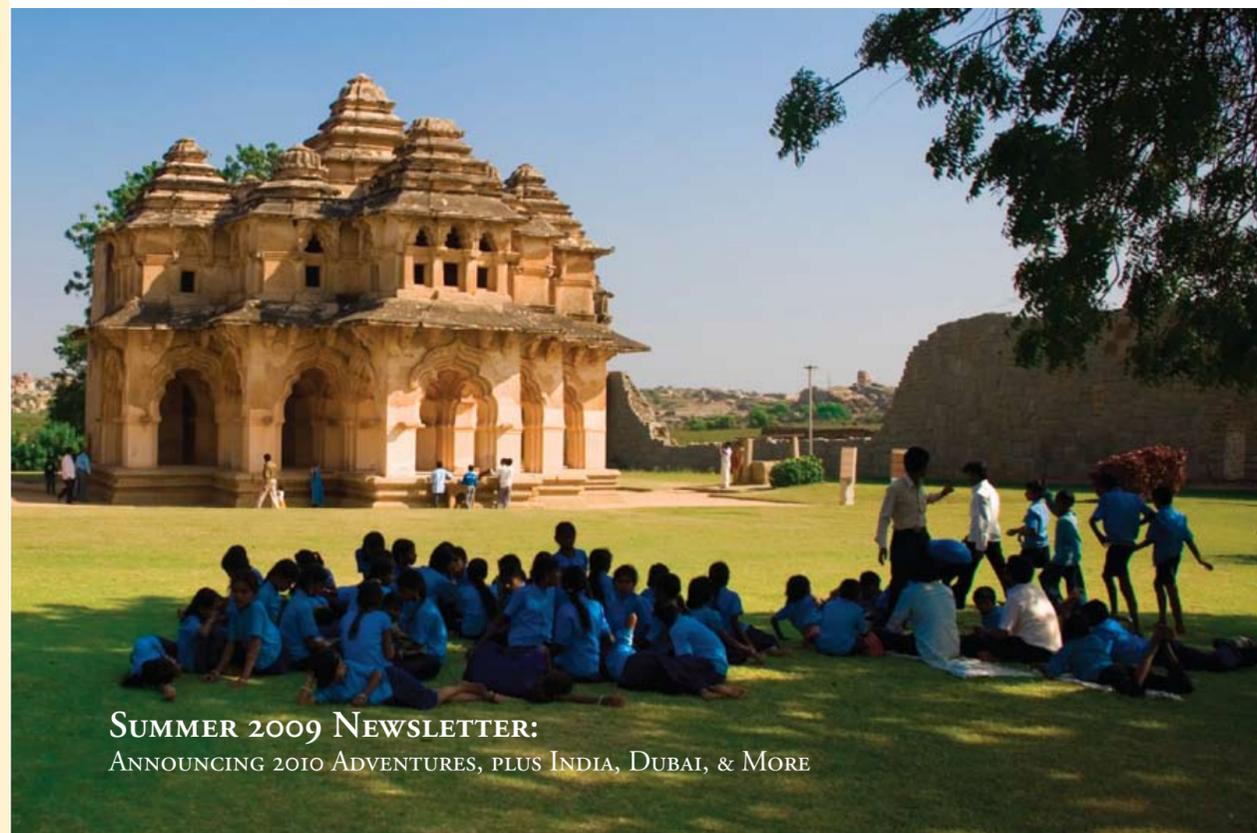
Singapore to Dubai
a floating food & wine festival

Announcing
2010 Adventures

10 Things to Love
Restaurant Reviews
The Word is Out!



Summer is upon us, with warm days and evenings. But these temperatures don't compare to what we found when we cruised last month to Myanmar, India and Dubai. Thank goodness for the ship's air-conditioning! Finding ourselves here was a surprise, as we spend most of our travel-time in the Mediterranean, exploring new destinations for clients and keeping up with our representatives and suppliers. Because of that, it's become hard for us to travel strictly for pleasure. This issue's main article explains what prompted us to end up so far away and the expected and unexpected food and wine opportunities that we found. We also are announcing our 2010 wine-cruise schedule (with some new surprises), and we have included a few incredibly priced wine-cruise deals for later this year. We hope you enjoy your summer and please stay cool. — Larry and Laura Martin



SUMMER 2009 NEWSLETTER:
ANNOUNCING 2010 ADVENTURES, PLUS INDIA, DUBAI, & MORE

Singapore to Dubai

a floating food and wine festival

We've always had an interest in visiting Myanmar (Burma) and India, but because traveling there is somewhat of a challenge, and there are so many new and easier-to-reach food and wine destinations, we have never found the time. This changed recently, when Signature Travel Network asked us to escort their first Crystal Cruises food and wine, personal enrichment cruise from Singapore to Dubai. We knew that this would be a "light" immersion, but we were tempted by the food and wine activities, by the very exotic itinerary, and by our first opportunity to sail on Crystal as they are consistently rated one of the best cruise lines in the world.

Most people aren't aware of Signature Travel, as they are not a brand that interacts directly with the consumer. Our company is a co-owner, which gives us \$4.2 billion dollars in aggregated purchasing power. That enables us to offer our clients tremendous value through trip discounts and value-added programming. One of our network's missions is to marry lifestyle with travel by offering a series of "enrichment" travel programs. On these programs, an expert in the respective field and a traveling host (like myself and my wife Laura) are assigned to the group, and on selected cruises, clients also receive such amenities as free gratuities and onboard wine credits.



Larry with new friends in Myanmar

On the cruise we hosted, Signature provided two culinary experts for our group: Kevin Toomajian of Peter Michael Winery and his fiancé Rayna Bockholt, an accomplished chef from the Napa Valley. They were young, enthusiastic and offered us with a series of incredible wine pairings and food demonstrations. Having Kevin along was a particular treat, as Peter Michael's wines are rated some of our country's best, and I rarely see or can afford them. My wife and I also did our part, orchestrating two tastings of six Russian River Pinot Noirs that included Paul Hobbs and Rochioli, two wines which are also scarce.

Crystal provided their own array of culinary experts, turning our 16-day voyage into a real food and wine festival. Their roster included a famous Las Vegas Chef, A Master Sommelier from Vancouver, A Portland based Mixologist, and a professor from Johnson & Wales Culinary College. Each offered us wonderful tastings, cooking demonstrations and lectures. A surprise treat was the Executive Chef from Nobu's Hong Kong restaurant, who came onboard midway to give a cooking demonstration and create a special menu for the ship's Nobu specialty restaurant. This quickly became our favorite place to eat. Besides all the onboard action, we enjoyed great restaurants* in each port and exotic food markets everywhere we went. It's a wonder that we didn't come home 10 pounds heavier.

We certainly were blessed with a cornucopia of culinary choices, but being offered so many choices onboard would normally conflict with choices in port. Fortunately, we enjoyed eight glorious days at sea. So the only conflict was whether it would be better to taste wine or learn how to cook a particular dish, versus lying around the pool or working out in the gym.

Crystal is offering the same itinerary next year, and we may offer another Enrichment Program with lots of free value-added elements. So call us if you're interested. I don't have enough room left to describe everything about our trip, but I did create a short list on why I fell in love with Crystal Cruises.

* Some of our restaurant finds are listed in the next panel.

CRYSTAL CRUISE'S WINE & FOOD FESTIVAL CRUISES all include multiple food and wine personalities. Next year's 2010 dates include such unique itineraries:

- Nov 22 – Lisbon, Morocco & the Canary Islands
- Mar 30 – New Zealand to Australia
- Dec 12 – Mexican Riviera



A temple offering in Mumbai

The 10 Things We Loved About Our Crystal Cruise

1. Fantastic food with lots of fresh fruits and vegetables: We Californians really appreciated Crystal's consistent quality and selection of fruits and vegetables.
2. Pasquale's wine list. Very reasonably priced and extensive. As the head sommelier, Pasquale was very willing to discount on the spot for a wine that had stayed on the list too long.
3. The Vintage Room: Arrange and design your own private 8-course meal for up to 12 people for only the cost of the wine (minimum spend: \$2000).
4. Unlimited sushi and sashimi at Nobu's Silk Road Restaurant.
5. The promenade deck. ¼ mile teak promenade allows you to smell and feel the sea, while you work out or recover for the next meal.
6. Free espressos and cappuccinos. – Perfect for contemplating the horizon.
7. Thought-provoking lecturers. Crystal has more onboard experts than anybody: astronomers, chefs, journalists, political commentators: Learning while you relax – wow.
8. Unbelievable onboard service.
9. The many days at Sea. In our hurried world, spending a languid day at sea is the perfect anecdote, particularly with so many options of great things to do or not do.
10. A unique itinerary, offering a "light" immersion into one of the world's most exotic regions.



Great restaurant discoveries from our trip:

Phuket:

Perched on a cliff overlooking Kalim Beach, is the Baan Rim Pa restaurant – consistently rated one of Phuket's best. The interior is traditional Thai and we were lucky enough to get a corner window table with a view of the Andaman Sea. We ordered a selection of eight dishes – and although all the food was great, the seafood selections were the best. Although they have a well-regarded wine list, it was pricey, and we were glad that we had brought our own.

Mumbai:

An old friend of ours is the winemaker for Sula, one of India's largest wineries, so we asked him "What is the best restaurant in Mumbai?" He did not hesitate and said "Trishna". It was simply one of the five best meals of our lives. Small and unpretentious in decor, Trishna specializes in seafood. However another friend ordered traditional Indian cuisine, and said it also was a fabulous meal.

Dubai:

In Dubai, we found two great restaurants: Karam Beirut is located in the huge and over-the-top, Mall of the Emirates, on a second floor level overlooking the Ski Dubai indoor ski resort. The restaurant's décor was tasteful, and although the service erratic, we enjoyed a meal of fantastic and traditional Lebanese food. Because there is a hotel attached to the mall, alcohol can be served (but avoid their house wine). Pier Chic, is a beautiful, wood-constructed restaurant built out on a pier and surrounded by the Arabian Sea. Pier Chic serves excellent Mediterranean-inspired cuisine that somehow was able to match its incredible setting. Note – try to get an outside table.

fan mail from this year The Word is Out!



Fried Plantains in Cochin, India

"We loved every minute! The trip was so very well planned and executed, and we appreciate all the work it took HMS Travel, Chateau St. Jean, and Food & Wine Trails to put it all together. We're looking forward to our next adventure. Thank you!"
D. & T. Miller (Chittanooga, NY)

"A totally satisfying experience – from food and wine to the people in the group. Just absolutely first rate."
J & SB Parrott (Roanoke, VA)

"The cruise was fabulous. I have cruised other destinations with other lines and am now spoiled by the Oceania / F&WT experience. The trip of a lifetime."
L. Legel (Lakeview, MN)

"From beginning to end, the cruise was a tremendously relaxing, professional experience. As repeat cruisers, we were once again impressed with the overall experience. A terrific opportunity to taste wines at places we've always read about."
M. & D. Thomas (Santa Rosa, CA)

"My favorite event was the tour of Pompeii and the vineyard visit. It was really a spectacular, authentic tour. Piera was an excellent guide (and) the winery was most hospitable, the people charming, and the wines were great."
Heidi von der Mehden, Associate Winemaker, Arrowood Vineyards & Winery



Enjoy great RRVWG Pinot Noir on their next cruise to the Riviera