



An International Experience of  
Wine, Food, Spirits and the Arts

March 6-7, 2009

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Vicki Briley-White

Jim White

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**SAVOR DALLAS CELEBRATES FIVE YEARS OF SUCCESS**

**A PERFECT LABOR OF LOVE FOR CO-FOUNDERS JIM WHITE AND VICKI-BRILEY WHITE**

The *Savor Dallas* concept was envisioned over five years ago by co-founders Vicki Briley-White and Jim White as a means of showcasing Dallas's great chefs, restaurants, cultural and artistic treasures, and to create the signature wine, food, and spirits event the Dallas-Fort Worth Area deserves.

Jim is an entrepreneur and major market media veteran who boosted ratings for every station with which he's been involved as a music personality and talk show host in Dallas, Chicago and San Francisco. Vicki is a retired international flight attendant for American Airlines who has helped raise millions for charity causes when her feet are on the ground. The couple met while Vicki was chairing the enormously successful *Côtes du Coeur* event for the American Heart Association Dallas Chapter.

During its nine-year run on *CBS Radio* in Dallas "The KRLD Restaurant Show with Jim White" was nominated for a prestigious *James Beard Foundation Award*, "The Viking Range Best Radio Show on Food" (the Oscars of the food world). "KRLD Restaurant Week", co-developed by Jim, generates in excess of \$300,000 annually for the North Texas Food Bank.

In between flights to Tokyo, London, Zurich and other American Airlines international destinations, Vicki Briley-White also founded Savor Dallas with her husband. Traveling around the globe, Vicki has continually brought her knowledge and experience of international cultures back to Dallas to create an event that celebrates the world's bounty in wine and food.

***Savor Dallas 2008*** entertained over 4,000 wine and food lovers from throughout the DFW Metroplex, all around Texas, and from 14 states around the country. The fifth annual event will be more fun than ever. It has been called "the best wine event ever in Dallas" by wine and food aficionados. Once again, the "labor of love" is dedicated to helping folks who attend walk away with a very good sense of which wines they should consider buying, and a taste of the best restaurants in the area.

Since its founding in 2004, *Savor Dallas* has contributed generously to the Greater Dallas Restaurant Association's Culinary Scholarship Program, The Arts Magnet Building Campaign for Booker T. Washington High School for the Performing and Visual Arts, and the North Texas Food Bank.

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