

FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

EVENT *Recaps*



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Details



Attendees

650+



Restaurants Participated

16



wine and spirit makers

12



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com



The Pearls and Ivy Foundation of Queens, Inc. brings Premiere event- FLAVORED: Food and Wine Festival to Queens, NY

Queens, NY – The Pearls and Ivy Foundation of Queens, Inc., hosted its inaugural FLAVORED Food and Wine Festival on Saturday, September 21, 2024, from 12:00 PM to 5:00 PM on the Quad on Queens College. Over 650 attendees enjoyed this outdoor tented extravaganza which celebrated culinary excellence by uniting chefs, 16 restaurants, 12 wine and spirit brands, and industry leaders for an unforgettable experience.

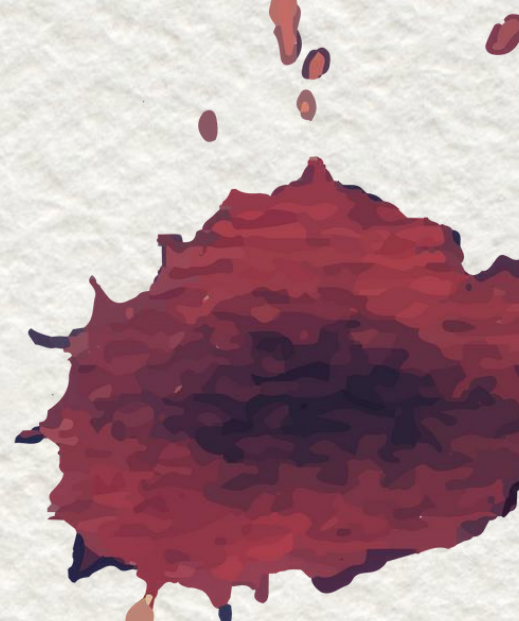
“ We wanted to bring this event to the community. It was important for us to highlight businesses and celebrate diversity in the culinary, wine and spirit space while raising funds to help support our community programs and scholarships. Thank you to our Diamond Sponsor Resorts World, Platinum Sponsor TV ONE CLEO TV, our Community Level Sponsor Greater Jamaica Development Corporation and our partners Queens College, Queensborough President Donovan Richards, Jr., Councilwoman Nantasha Williams District 27, VFW Post 1790, Queens Economic Development Corporation and The Entrepreneur Space for all their support. ”

-Naomi K. Hills, President of The Pearls and Ivy Foundation of Queens, Inc.

FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com



General Admission guests experienced

- **Live cooking demonstrations** by **Celebrity Chef JJ** and **Lifestyle Expert Jazz Smollett**, from the hit TV show *“Living By Design”*. This feature is brought to you by Platinum sponsor **TV ONE/CLEO TV** and produced by **PowerHouse Productions**. Live interview with **NBC 4** host Romney Smith and award-winning actor, model, and now plant-based Chef Tobias Truvillion.
- **Culinary Tastings** included dishes from a diverse lineup of restaurants, including our featured restaurants **Melba’s**, and **Brooklyn Chop House**; as well as participating restaurants and chefs: The Soup Lady, Taste Buds Required, Sassy Sweets Vegan Treats, Mums Kitchens NYC, Jack’s Pepper Heist, Doosra, Quiaufa's Kitchen, The Nourish Spot, Gino's of Kissena, Parlo Kitchen, Bake Me Healthy, and Soul Fusion NY.
- **Wine and Spirit Samplings** from top wineries and distilleries, included Jiu Jiu Vodka, Brooklyn Winery, Stoney Wines, Royalty Spirits Distillery, Wine and Melanin, Uncle Nearest, and Titos
- **Live Entertainment** included performances from local jazz trio Messi-Co, DJ Storm, DJ Exeptive, DJ Royale, and a special performance by saxophonist Ashley Keiko.
- **Romney Smith**, reporter with **NBC 4 New York/WNBC** served as the event’s host and Mistress of Ceremonies.



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

VIP guests experienced

- Adding an extra layer of ambiance to the General Admission offerings, The VIP experience **sold out** and offered an exclusive menu of delights from **Sydney Sweets**, food by **Executive Chef Keith Hernandez of Diamond Sponsor Resorts World RW Prime**, and an open bar sponsored by **Diageo**, featuring brands such as **CÎROC™ Limonata, Smirnoff™, Bulleit® Frontier Whiskey, 21 Seeds**, and **Crown™ Royal**



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Sponsors

DIAMOND



PLATINUM



COMMUNITY



Greater Jamaica
Development
Corporation

Partners



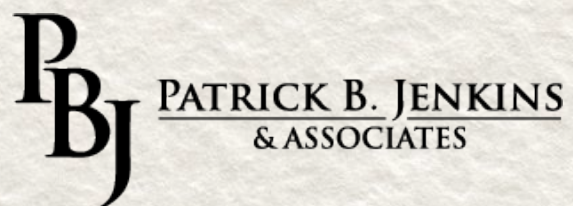
Donovan Richards Jr.
QUEENS BOROUGH PRESIDENT



POST 1790



Supporters



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Production

Culinary demonstrations & conversations with
Chef JJ, Jazz Smollet and Marvina Robinson

sponsored by



produced by



Chef JJ Johnson's culinary philosophy celebrates the richness of the African diaspora, challenging traditional cuisines.



Jazz Smollett is an award-winning content producer, host, chef, and designer, currently the Executive Producer and host of CleoTV's Living By Design.



Conversation with Marvina Robinson,
Founder of B.Stuyvesant Champagne



Our MC for the afternoon, Romney Smith, Reporter, NBC 4 New York/WNBC set the day by introducing a wonderful line up of talent.



Outside of acting/producing, Tobias Truvillion is a Health Life Enthusiast. Dedicated to youth development and empowerment, he is a philanthropist and longtime youth media arts instructor in Newark, New Jersey.

FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Entertainment



Ashley Keiko is a versatile saxophonist, composer, singer/songwriter, and entrepreneur with a background in classical piano and alto saxophone. She has performed at major venues like New York's Apollo Theater and toured with Grammy-nominated El DeBarge.

DJ Exeqtive is a pioneer in the music industry, renowned for his DJ Exeqtive is a leading figure in the music industry, known for delivering high-energy performances and staying ahead of trends.



Messi-co - Jazz Trio, featuring:



Sebastián de Urquiza:
Double Bass



Javier Madrazo:
Guitar



David Nájera González:
Percussion

FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Restaurants

featuring...



melba's

**BROOKLYN
CHOP
HOUSE®**



& Local Chefs...



Gino's
of Kissena
Pizzeria & Restaurant



doosra



Bake Me Healthy



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Wines and Spirits

DIAGEO



UNCLE
NEAREST

PREMIUM WHISKEY



Total  Wine
& MORE

BROOKLYN WINERY



Stoney
WINES



FLAVORED

FOOD & WINE FESTIVAL

www.flavoredfoodandwinefestival.com

Impressions

www.flavoredfoodandwinefestival.com **15K**

Patch **60K**

Queens Chronicle **92K**

Boro Magazine **8K**

The BlaQue Resource Network **38K**

Instagram **177K**

Bayside Times **75K**

Google Ads **15K**

Flushing Times **75K**

Times Ledger **75K**

Jamaica Times **75K**

TV ONE

CLEO TV

Ebony.com

NBC New York

New York Live

Positively Black NBC 4

Hello Beautiful

MadameNoir

Global Grind

Queens Courier

Power 105.1

Paid
Media

Earned
Media

FLAVORED

Photos Images Link:
<https://bydamoracreations.pixieset.com/flavoredfest/>

Individual Pictures with Tags (Photo credit: Damora Creations)



HOSTED BY
PEARLS
& IVY
FOUNDATION
OF QUEENS, INC

FLAVORED

**And
we're
just
getting
started.**

**Stay tuned for
FLAVORED
Food & Wine Festival
2025...**

**Please send all press coverage to:
FFWFMedia@gmail.com**

**@FlavoredFoodWineFestival
Hashtags: #FLAVOREDfestival | #FFWF2024**



HOSTED BY
**PEARLS
& IVY**
FOUNDATION
OF QUEENS, INC

FLAVORED

FOOD & WINE FESTIVAL

About

About The Pearls and Ivy Foundation of Queens, Inc. The Pearls and Ivy Foundation of Queens, Inc. is a 501(c)(3) organization dedicated to enhancing the Queens community through educational programs, cultural events, and community service initiatives.



100%

of the proceeds from this event will support our programs such as:

- **CHIPP** which provides weekend meals to students. The goal, to combat childhood hunger.
- **YLI and Pearl Scholars Leadership Academy** - helps develops middle and high school students with financial literacy programs with JP Morgan Chase, STEM, leadership and cultural enrichment.
- **Historically Black Colleges and University Tour.**
- **Scholarships** for graduating high school seniors. In 2023 we awarded over \$28,000 in college scholarships. To date, we have awarded over \$600,000 in college scholarships. We depend on our fundraising initiatives to support the programming.



HOSTED BY

PEARLS
& IVY
FOUNDATION
OF QUEENS, INC

