

MEMORANDUM

February 15, 2016

Dear FIU Family,

In less than two weeks, thousands of FIU students and alumni will assemble on the sands of South Beach for the 15th annual Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE -- a national, star-studded, five-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities.

Hosted by Southern Wine & Spirits of Florida and FIU, 100% of the net proceeds go directly back to FIU, benefiting the Chaplin School of Hospitality & Tourism Management. To date, the Festival has raised more than \$22 million for the School.

Proceeds from this event have helped us build state-of-the-art facilities that are helping us teach our students the 21st century skills they need to compete in the hospitality and tourism industry, an industry that is vital to the economic well-being of our region and beyond. It is also a unique opportunity for our students to receive hands-on experience in all aspects of managing a world-class event.

We know we can count on your support! This year's festival will take place February 24-28. We're pleased to announce that all Panthers can enjoy a \$50 discount on tickets for two signature events:

Saturday, February 27 [Meatopia presented by Creekstone Farms sponsored by Thrillist hosted by Michael Symon](#)

AND

Sunday, February 28 [Goya Foods Grand Tasting Village featuring MasterCard Grand Tasting Tents and KitchenAid® Culinary Demonstrations](#)

To buy your discounted tickets, use promo code **FIUPRO16**.

Please buy your tickets today. Let's support our FIU and our students!

I'll see you on the sand!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a long, sweeping flourish extending upwards and to the right.

Mark B. Rosenberg
President