



**FOOD, WINE, SHOPPING FAM TOUR
DENTON, OCT. 12-13, 1997
PRESS RESULTS**

Denton received press coverage twice over a seven month period following the DFWATC Food, Wine, & Shopping Press Tour in October '97. Sharon Dowell, Travel & Entertainment writer for *The Daily Oklahoman*, mentioned her visit to Denton in the article about the overall Dallas/Fort Worth area following the tour. Denton was a feature article in May in a Weekend Getaway section.

Denton was very pleased to have the coverage in both the feature and the general article. This type of coverage can be more valuable than ads we place. Oklahoma is one of our target markets. Denton looks forward to more tours including members of the press from Oklahoma and other states north and east of Texas.

1000

1000

1000

1000

\$110.86
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#513

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REMITTANCE ADVICE

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1130-2999-4 4-335-66801 11/12/97
ACCOUNT NUMBER INVOICE NUMBER DATE

BILLING INQUIRIES?
FAX: 800-548-3020
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1130299943336680124000202550

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DENTON CHAMBER OF COMMERCE
PO BOX P
DENTON, TX 76202-1719

To ensure proper credit, please return
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*for travel photographers making coffee
table book*

Dallas/Fort Worth Area Tourism Council



*Executive
Committee*

Cities:

Arlington
Dallas
Fort Worth
Grand Prairie
Grapevine
Irving

Associate

Cities:

Addison
Duncanville
Farmers Branch
Glen Rose
Granbury
Greenville
Lewisville
McKinney
Mesquite
Plano
Richardson
Waxahachie
Weatherford

December 9, 1997

TO: Members of the Media Committee

FROM: Margie Ranc

RE: Reproducible slides for Council use

For our slide files could you please send the council two or three slides that you would allow the Council to use for enlargement for trade show displays and to reproduce for requests from travel writers. Any representation you have rights for the use of and shows your community or one of its attractions will be fine. I would like to reproduce some of these for the McAllen Trade Show in January. If possible, please respond to this request by December 19. Thanks!

Enclosed are copies of the Evaluation Survey from our October Fam. The remarks reflect the excellent organization of the committee. It was also good to note that the ground transportation was rated above average and not considered a problem.

The best of the Season to you.

Courthouse slides?

by Donovan?

*We would have to give him credit
for photo and then the Courtesy of the
Denton CVB under Donovan Reese - Dallas*

1 Liberty Park Plaza
Grapevine, Texas 76051
Tel. 817-416-0527
Fax 817-488-1048

NATIONAL
GEOGRAPHIC
Traveler

Margie —

Thanks for a fun, highly
informative few days!

I enjoyed meeting you...and
learning a surprising amount
about the Metroplex area. Best
sketches.

Sheila Buckmaster

Evaluation Survey

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments loved traveling w/ you & lunch.

2. Accommodations poor average above average excellent

Comments _____

3. Tour Organization poor average above average excellent

Comments _____

4. Please list elements of the tour which you are considering incorporating into a story
meat & wine pairing, Oregon beer, wine, cheese, olive oil, etc.

5. Please list elements of the tour which you did not find newsworthy
beer, wine, olive oil, etc.

6. Please list the highlight(s) of tour
winery, wine, beer, olive oil, etc.

7. Which tour site(s) did not meet expectations
beer hall, steak house, etc.

8. Please list sites that should have been included 1217 rest at Delta, etc.

9. Did you receive tour information in a timely manner YES NO

10. Did you receive sufficient information YES NO

11. Was the length of the tour satisfactory YES NO

12. Were your escorts helpful YES NO

Additional Comments good trip!

13. If the Council charged for this type of tour what would you consider a reasonable charge? hard to say

FAX SURVEY TO: M. Ranc 817/410-3038

Nov. 14, 1997

Margie Ranc
Executive Director
Dallas/Fort Worth Area Tourism Council
1 Liberty Park Plaza
Grapevine, TX 76051

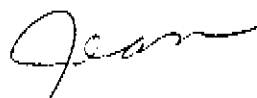
Dear Margie,

My apologies for taking so long to get back in touch. The past few weeks have been a little hectic around here. I've enclosed the questionnaire, and I've also enclosed a copy of *GRIT*.

GRIT has quite a history. It's more than 100 years old and was originally published in Williamsport, Pa. It moved to Topeka about six years ago. We receive quite a few letters from readers, and we also publish articles from readers and freelancers. Our editorial staff numbers five and we have a full-time art director. We do a lot of rewriting but also generate our own features and book reviews.

It was a pleasure meeting you, Margie, and thank you for helping to make my first major FAM tour such an enjoyable one. I thoroughly enjoyed the time in the Metroplex, and I hope I can return for another tour one of these days.

Sincerely,



Jean Teller
Assistant Editor

JENN TALLER
ASSISTANT EDITOR

1503 S.W. 42nd St. • Topeka, KS 66609
(785) 274-4300 • (800) 678-5779 • FAX (785) 274-4305

Evaluation Survey

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments Van was difficult to get in + out of - enough room tho.

2. Accommodations poor average above average excellent

Comments we didn't see much of it tho.

3. Tour Organization poor average above average excellent

Comments ^{in Grapevine} Dallas portions excellent - others less organized

4. Please list elements of the tour which you are considering incorporating into a story
The Mozzarella Factory / Sickeny + Northilla Factory / Fort Worth zoo's nutritious

5. Please list elements of the tour which you did not find newsworthy
hotels + resorts - out of our readers' price range

6. Please list the highlight(s) of tour Mozz Factory / Crescent Club /
Dorris House / Oak Grove / Reata

7. Which tour site(s) did not meet expectations Four Seasons / Ballpark (a lot
of info but our guide wasn't too enthusiastic)

8. Please list sites that should have been included _____

9. Did you receive tour information in a timely manner

YES

NO

- kind of - would have liked travel + hotel info earlier

10. Did you receive sufficient information

YES

NO

11. Was the length of the tour satisfactory

YES

NO

- a little long

12. Were your escorts helpful

YES

NO

Additional Comments have trouble w/ travel plans if a third party
makes plane reservations + it doesn't fall the way originally
planned, have the agency call the individuals

13. If the Council charged for this type of tour what would you consider a reasonable charge? _____

FAX SURVEY TO: M. Ranc 817/410-3038

GRAPEVINE CVB

11:57 AM 12/02/97 NO:582

Post-It® Fax Note	7871	Date	12-3-97	# of pages	2
To	Margie Ranc	From	Sharon Dowell		
Co./Dept	DFWATC	Co.	Daily Oklahoman		
Phone #	817 416-0527	Phone #	405 475-3304		
Fax #	817 410-3038	Fax #			

Evaluation Survey:

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments Might have used a bit more space as we accumulated press kits & such through the longer days we were out.

2. Accommodations poor average above average excellent

Comments The hotel in Las Colinas was just so far from where we were each day.

3. Tour Organization poor average above average excellent

Comments Some parts were not as organized - esp. the entire day in Dallas, the Ballpark tour and 4 Seasons tour

4. Please list elements of the tour which you are considering incorporating into a story

overall story. Already run; Denton restaurants; Grapevine Mills; McKinney stops; Arlington restaurants, Fort Worth stops; Grand Prairie stops

5. Please list elements of the tour which you did not find newsworthy

Breakwinners, Uptown Shopping, Eatz's Galleria, Crescent, Mansion, Ballpark, Brewery, Four Seasons

6. Please list the highlight(s) of tour

Denton, McKinney, Grapevine & Grapevine M, Mozzarella Co, Marquez bakery & tour, Fort Worth stops

7. Which tour site(s) did not meet expectations

Mansion, Crescent, Orma Hotel & Canal tour (in the dark!) Breakwinners Eatz's, not enough time at Galleria, Uptown Shopping

8. Please list sites that should have been included

I'd requested visiting 2 restaurants for story possibilities - I'd really liked to have had these included.

9. Did you receive tour information in a timely manner

YES NO

10. Did you receive sufficient information

YES NO but too much general info

11. Was the length of the tour satisfactory

YES NO

12. Were your escorts helpful

YES NO (exception - the Dallas portion)

Additional Comments

I do think writers from east coast had different needs from those who live near Dallas - we needed more specific data & info.

13. If the Council charged for this type of tour what would you consider a reasonable charge? our paper just would not even consider participating under those conditions.

FAX SURVEY TO: M. Ranc 817/410-3038

Page 2

A few additional comments —

McKinney pictour - was great + very interesting. Ran smoothly.

Denton posttour - Great, even with all the rain.

Accommodations - Very nice throughout.

Dallas portion - Quite disappointing. We received a big press kit, but nearly nothing on the places we'd visited that day. I discovered Eatzi's didn't even know we were coming, I couldn't get info + was asked not to take pictures or notes - they were very rude. When I called Dallas contact to get more info, I was told they couldn't help, didn't know anything about 1 store I inquired about + were pretty useless. Very indifferent to the request for information from me, so I plan to do little else on the Dallas portion of trip.

Fort Worth Zoo gave us a nice press kit about all the exhibits we did not see, but I'd like to have seen more info in kit about the food + commissary, which was focus of our visit.

Did have trouble getting Grapevine Mills materials, so story had to be delayed.

One big problem: we received so many heavy press materials + most were of a very general nature, ~~that~~ easily could have been mailed. I had to pay a \$35 fine with Southwest to get the materials home - was a mess with the extra hassle at airport.

Did say what I needed was more specific materials dealing with things + places we saw or visited during tour.

T. L. Wyatt

Evaluation Survey

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments The vans were comfortable and convenient.

2. Accommodations poor average above average excellent

Comments The suites were too much, since we only had time to sleep there.

3. Tour Organization poor average above average excellent

Comments _____

4. Please list elements of the tour which you are considering incorporating into a story
The variety of food places and wine tasting.

5. Please list elements of the tour which you did not find newsworthy
The animal kitchen at the zoo.

6. Please list the highlight(s) of tour Visit to the Taco Factory and visit to the cheese factory.

7. Which tour site(s) did not meet expectations The ball park was not open, so there was no opportunity to see the full operation.

8. Please list sites that should have been included It would have been good to see some African American businesses on the tour. Otherwise, there was good representation by other groups.

9. Did you receive tour information in a timely manner

YES NO

10. Did you receive sufficient information

YES NO

11. Was the length of the tour satisfactory

YES NO

12. Were your escorts helpful

YES NO

Additional Comments There should be more break time. 12 hour days are too long.

The attractions that come at the end of the day cannot be fully appreciated when one is tired.

13. If the Council charged for this type of tour what would you consider a reasonable charge? NA

FAX SURVEY TO: M. Ranc 817/410-3038

Evaluation Survey

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments _____

2. Accommodations poor average above average excellent

Comments Hilton Garden Inn was one of the most comfortable places I've ever stayed

3. Tour Organization poor average above average excellent

Comments _____

4. Please list elements of the tour which you are considering incorporating into a story

Traders Village + Omni Mandalay news items in Travel America Jan/Feb. 1998 issue - with photos - separate Grapevine story later and also a story on Reata, plus other things

5. Please list elements of the tour which you did not find newsworthy

Reata baseball park, Fort Worth Zoo with I had time to browse at Traders Village
but Marguer Bakery (not sure how newsworthy)
Lady Primrose

7. Which tour site(s) did not meet expectations canal cruise not too exciting now

Grapevine Mills visit too long - and that never sent us our gift!
was Four Seasons resort, Quadrense not that interesting now
Antisue Sampler Mall despite good time

9. Did you receive tour information in a timely manner YES NO

10. Did you receive sufficient information YES NO

11. Was the length of the tour satisfactory YES NO

12. Were your escorts helpful YES NO

Additional Comments

Linda Archer + Margie Ranc were super escorts

13. If the Council charged for this type of tour what would you consider a reasonable charge? _____ ?

FAX SURVEY TO: M. Ranc 817/410-3038

Hi Margie
Sorry this
is late.

Randy Mink

Evaluation Survey

Food, Wine and Shopping Familiarization Tour
October 9-12 1997

1. Ground Transportation poor average above average excellent

Comments _____

2. Accommodations poor average above average excellent

Comments _____

3. Tour Organization poor average above average excellent

Comments Pre & Post tours needed help due to our CVB personnel

4. Please list elements of the tour which you are considering incorporating into a story

1. Affordable weekend getaway 2. Tapes, wines and foods

5. Please list elements of the tour which you did not find newsworthy

Shopping towns & malls

6. Please list the highlight(s) of tour

visits to cheese factory, wineries, dinners

7. Which tour site(s) did not meet expectations Shopsville Mills Mall, Galleria Mall, Flea market at Grand Prairie.

8. Please list sites that should have been included State Fair

9. Did you receive tour information in a timely manner YES NO

10. Did you receive sufficient information YES NO

11. Was the length of the tour satisfactory YES NO

12. Were your escorts helpful YES NO

Additional Comments size of group was good.

13. If the Council charged for this type of tour what would you consider a reasonable charge? \$50

FAX SURVEY TO: M. Ranc 817/410-3038

VENDOR NO:G000012

NAME: Christine Gossett

CHECK DATE: Oct 10 97

DATE	INVOICE DATE	GROSS AMOUNT	DISCOUNT TAKEN	NET AMOUNT PAID
10/10/97	Oct 10 97	150.00	0.00	150.00
TOTAL >		150.00	0.00	150.00

Check Request

Date _____

Chamber _____

ED _____

CVB _____ *X*

PC-100 _____

Leadership Denton _____

Denton County Day _____

Other _____

Account #

# <u>325</u>	\$ <u>53.55</u>
# <u>513</u>	\$ <u>74.50</u>
# <u>513</u>	\$ <u>.50</u>
# _____	\$ _____
# _____	\$ _____
# _____	\$ _____
TOTAL	\$ <u>128.61</u>

170 miles
X 35

53.55

Fame Jour
10-18-97

Food
DFW

Check Payable To: _____

21.39 - Clary

Date Needed By: _____

Request By: _____

Approved By: _____



GRAPEVINE MILLS

DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

SUNDAY, OCTOBER 12 / POST-TOUR OF DENTON

9:00 a.m.	Depart Host Hotel for Grand Prairie	20 minutes
9:20 a.m.	Breakfast at The Brass Bean Coffee House	50 minutes
10:10 a.m.	Depart for Traders Village	10 minutes
10:20 a.m.	"Bargain Shopping" at Traders Village Market Place	1 hour 10 minutes
11:30 a.m.	Depart Traders Village	
12:30 p.m.	Arrive Denton	1 hour
1:00 p.m.	Lunch at Ranchman's Cafe	1 hour 30 minutes
2:30 p.m.	Depart Ranchman's	15 minutes
2:45 p.m.	Arrive in "Historic Downtown Denton" for shopping at Recycled Books and Records, Olufsen's Carriage Hill Antiques, Memories So Special and Cupboard Cafe	1 hour 45 minutes
4:30 p.m.	Depart for Hidden Springs Winery	15 minutes
4:45 p.m.	Wine tasting at Hidden Springs Winery	1 hour
5:45 p.m.	Depart winery	15 minutes
6:00 p.m.	Dinner at Clark's Outpost	1 hour 30 minutes
7:30 p.m.	Depart for Godfrey's Place Bed & Breakfast	30 minutes
8:00 p.m.	Arrive at Godfrey's Place Bed & Breakfast	

85 mile
Round-
Trip

over

WELCOME TO
 CUPBOARD
 NATURAL
 FOODS

CELEBRATE
 HEALTH

CLERK MARY
 CHKS # 6971

2 BTY 2.25
 HOCHI LATTE 4.50
 FRENCH SPROIT 1.75

ST TAX .48

TOTAL 6.73

CASH 7.00

CHANGE \$.27

3 ITEMS

871 10/13/97 10:05
 871 10/13/97 10:14

DALLAS/FORT WORTH
 INT'L AIRPORT

*** Thank you ***

Entr: 12:05 10/13/97 Lane # 14

Exit: 12:21 10/13/97 Lane # 48 C.# 972

License plate TX UUX31K Ser. #0217

Taxes included \$000.50 Cash

GUEST RECEIPT 470113

Date 10/29/97 Amount 10.10

Claris...
 6600797 F

GUEST CHECK

TABLE NO.	NO. PERSONS	CHECK NO.	SERVER NO.
		575286	

Cookie		50
Sm Milk		50
Sm Coffee	1.00	
lg coffee	1.50	
bagel w/ cr. chz	1.50	
RAMA'S COURTYARD CAFE		
222 W. HICKORY		
DENTON, TEXAS 76201		
		5.00
	tax	39
		5.39
TAX		

YOUR RECEIPT
 Thank you
 Call again

RANCHMAN'S
 CAFE

PONDER TEXAS

1807213552867 10

CDI 107050

307

T T D T \$16.75

C F S T \$9.75

CHEEK BREADST \$6.75

OPEN FOOD T \$1.00

PIC T \$2.50

PIC T \$2.50

PIC T \$2.50

DRINK T \$3.75

TAXABLE AMT \$43.50

TAX COLLECTED \$3.14

GST TOTAL \$46.64

CASH \$47.00

CHANGE \$0.36

+ \$6
 tip



GRAPEVINE MILLS

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997**

SCHEDULE

WEDNESDAY, OCTOBER 8 / PRE-TOUR OF MCKINNEY

12:00 p.m.	Lunch at the Opera House or Pantry	1 hour
1:00 p.m.	Unique village shopping in historic McKinney's downtown square	2 hours
3:00 p.m.	Coffee break at the Backstage Coffee Company	1 hour 15 minutes
4:15 p.m.	Sample/snack at The Rhineland Haus	1 hour 45 minutes
6:00 p.m.	Depart for dinner at D'Armond's	15 minutes
6:15 p.m.	Dinner at D'Armonds	1 hour 45 minutes
8:00 p.m.	Depart for Las Colinas Hilton Garden Inn	



GRAPEVINE MILLS

DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

WEDNESDAY, OCTOBER 8

Arrive in Dallas/Fort Worth! Check into the Las Colinas Hilton Garden Inn.

THURSDAY, OCTOBER 9 / DALLAS

8:00 a.m.	Depart for Dallas	45 minutes
8:45 a.m.	Breakfast at Cafe Brazil in Deep Ellum	1 hour
9:45 a.m.	Depart for Uptown shopping	15 minutes
10:00 a.m.	Tour of the Shops at the Quadrangle	1 hour
11:00 a.m.	Depart for Deep Ellum	15 minutes
11:15 a.m.	Tour of Mozzarella Company on Elm Street	45 minutes
12:00 noon	Depart for Tony's Wine Place on Oaklawn	15 minutes
12:15 p.m.	Lunch at Tony's Wine Place	1 hour and 45 minutes
2:00 p.m.	Depart for Eatzi's	10 minutes
2:10 p.m.	Tour of Eatzi's	40 minutes
2:40 p.m.	Depart for tour of Lower Greenville <i>Worldwide Foods (Greek and Mediterranean foods), World Service (food and gifts from United Kingdom), Whole Foods Market</i>	1 hour 10 minutes
3:30 p.m.	Tour of the West End MarketPlace	1 hour
4:30 p.m.	Depart for Shops & Galleries of the Crescent	1 hour

- 6:00 p.m. Dinner in the Club of Hotel Crescent Court 1 hour 45 minutes
A dress code is in effect for dinner at the Crescent!
Men: Jacket required, tie optional; no jeans
Ladies: No shorts, pants discouraged (we can change in the restroom at The Crescent before dinner since we won't be back to the hotel before dinner)
- 7:45 p.m. Depart for The Mansion on Turtle Creek for after-dinner drinks 1 hour
- 8:45 p.m. Depart for Las Colinas Hilton Garden Inn

FRIDAY, OCTOBER 10 / ARLINGTON AND IRVING

- 8:30 a.m. Depart Las Colinas Hilton Garden Inn for Arlington 30 minutes
- 9:00 a.m. Breakfast sampler and tour of **Marquez Bakery and Tortilla Factory** 1 hour and 30 minutes
- 10:30 a.m. Depart for Antique Sampler Mall 15 minutes
- 10:45 a.m. Shopping at **Antique Sampler Mall** 45 minutes
- 11:30 a.m. Lunch at **Antique Sampler Mall** 1 hour and 30 minutes
- 1:00 p.m. Depart for **The Ballpark at Arlington** 15 minutes
- 1:15 p.m. Tour of **Ballpark B-B-Que** 1 hour
Get a tour of the special pit built and used during Texas Rangers games and special events
- 2:15 p.m. Depart for **Humperdinks Bar & Grill** featuring **Big Horn Brewery** 15 minutes
- 2:30 p.m. Tour and sampling with **Big Horn Brewery** brewmaster 1 hour
- 3:30 p.m. Depart for Irving 30 minutes
- 4:00 p.m. Spa Treatment/"Light Alternative" at the **Four Seasons Resort & Club** 2 hours 45 minutes
- 6:45 p.m. Dinner and kitchen tour at **Cafe Cipriani** 2 hours
- 9:00 p.m. Dessert/Coffee Cruise along the **Mandalay Canal** 1 hour
Enjoy coffee and dessert in a mahogany venetian water taxi along Irving's own slice of Italy

10:00 p.m. Depart for Las Colinas Hilton Garden Inn

SATURDAY, OCTOBER 11 / FORT WORTH AND GRAPEVINE

8:30 a.m.	Depart for Fort Worth Zoo	30 minutes
9:00 a.m.	Breakfast at the Fort Worth Zoo's commissary <i>Meet nutritionist Ann Ward and hear how her staff keeps up the dietary needs of the zoo's 5,000 animals. Also help feed some of the animals and sample their favorite foods.</i>	2 hours 15 minutes
11:15 a.m.	Depart for Grape Escape	15 minutes
11:30 a.m.	Tasting at Grape Escape with special presentation by <i>Fort Worth Star-Telegram</i> writer and wine columnist Renie Steves (also a past president of the International Assoc. of Culinary Professionals)	1 hour
12:30 p.m.	Lunch at Reata Restaurant	1 hour 45 minutes
2:15 p.m.	Depart for Grapevine	30 minutes
2:45 p.m.	Tour and wine sampling at Delaney Winery and Vineyards	45 minutes
3:30 p.m.	Depart for downtown Grapevine	15 minutes
3:45 p.m.	Shopping along Grapevine's historic Main Street	45 minutes
4:30 p.m.	Tour of and wine sampling at La Buena Vida Vineyards	45 minutes
5:15 p.m.	Depart for Grapevine Mills mall	15 minutes
6:00 p.m.	Tour of Grapevine Mills mall	45 minutes
6:15 p.m.	Return to hotel for break	1 hour
7:45 p.m.	Depart for dinner	15 minutes
8:00 p.m.	Dinner at Dorris House Cafe	1 hour 45 minutes
9:45 p.m.	Depart for Las Colinas Hilton Garden Inn	15 minutes

SUNDAY, OCTOBER 12 / GRAND PRAIRIE

9:00 a.m. Depart Las Colinas Hilton Garden Inn for Grand Prairie 20 minutes

4

9:20 a.m.	Breakfast at The Brass Bean Coffee House	50 minutes
10:10 a.m.	Depart for Traders Village	10 minutes
10:20 a.m.	"Bargain Shopping" at Traders Village Market Place	1 hour 10 minutes
11:30 a.m.	Depart Traders Village and head for Airport!	



GRAPEVINE MILLS

MEMORANDUM

TO: SHARON DOWELL, *THE DAILY OKLAHOMAN*
CARL MERTENS, "THE PEOPLE'S GUIDE TO TRAVEL"

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: SEPTEMBER 8, 1997

RE: OCTOBER FOOD, WINE & SHOPPING PRESS FAM

Please find enclosed the final itineraries for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney and post-tour in Denton, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

The Denton post-tour will be hosted by JoAnn Ballentine of the Denton Convention & Visitors Bureau. She will arrange to pick you up Sunday afternoon, following the Grand Prairie FAM. You'll stay at a popular Denton B&B Sunday evening, then depart for home on Monday, after breakfast.

Please take the time to review the itineraries. If you must decline participation in either or both tours, please contact me at your earliest convenience at 972/724-4910.



DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

SUNDAY, OCTOBER 12 / POST-TOUR OF DENTON

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11:30 a.m.	Depart Traders Village	
12:30 p.m.	Arrive Denton	1 hour
1:00 p.m.	Lunch at Ranchman's Cafe	1 hour 30 minutes
2:30 p.m.	Depart Ranchman's	15 minutes
2:45 p.m.	Arrive in "Historic Downtown Denton" for shopping at Recycled Books and Records, Olufsen's, Carriage Hill Antiques, Memories So Special and Cupboard Cafe	1 hour 45 minutes
4:30 p.m.	Depart for Hidden Springs Winery	15 minutes
4:45 p.m.	Wine tasting at Hidden Springs Winery	1 hour
5:45 p.m.	Depart winery	15 minutes
6:00 p.m.	Dinner at Clark's Outpost	1 hour 30 minutes
7:30 p.m.	Depart for Godfrey's Place Bed & Breakfast	30 minutes
8:00 p.m.	Arrive at Godfrey's Place Bed & Breakfast	

85 miles
Round-Trip

over

MONDAY, OCTOBER 13

8:00 a.m. Breakfast at Godfrey's

1 hour 30 minutes

9:30 a.m. Depart for Airport

to Love Field
to DFW
to Denton85 miles
Round
trip

Total mileage: 170 miles \times 31.5 = \$53.55



GRAPEVINE MILLS

DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

SUNDAY, OCTOBER 12 / POST-TOUR OF DENTON

9:00 a.m.	Depart Host Hotel for Grand Prairie	20 minutes
9:20 a.m.	Breakfast at The Brass Bean Coffee House	50 minutes
10:10 a.m.	Depart for Traders Village	10 minutes
10:20 a.m.	"Bargain Shopping" at Traders Village Market Place	1 hour 10 minutes
11:30 a.m.	Depart Traders Village	
12:30 p.m.	Arrive Denton <i>Margie at Linda Ranch Archer</i> cell phone (817) 909-1277	1 hour
1:00 p.m.	Lunch at Ranchman's Cafe 940-479-2221	1 hour 30 minutes
2:30 p.m.	Depart Ranchman's	15 minutes
2:45 p.m.	Arrive in "Historic Downtown Denton" for shopping at Recycled Books and Records, Olufsen's, Carriage Hill Antiques, Memories So Special and Cupboard Cafe <i>484-8560 Pat & Dong Davis</i>	1 hour 45 minutes
4:30 p.m.	Depart for Hidden Springs Winery	15 minutes
4:45 p.m.	Wine tasting at Hidden Springs Winery <i>Lela Banks 940-686-2782</i>	1 hour
5:45 p.m.	Depart winery	15 minutes
6:00 p.m.	Dinner at Clark's Outpost Nancy 940-437-2414	1 hour 30 minutes
7:30 p.m.	Depart for Godfrey's Place Bed & Breakfast	30 minutes
8:00 p.m.	Arrive at Godfrey's Place Bed & Breakfast 381-1118 Dr. Herrick Room Prairie Room	

* Check on general footage of Denton for Carl - for him to use in his video

* photo of Godfrey's
* check TX Hwy's articles on Clark's

170
x 31.5
\$ 53.55
mileage

85 miles
round
trip
to
55.55

85 miles round-trip from pickup post at G. T. Mall

Video was not made for Carl and should get Carlin to check some things

3000 Grapevine Mills Parkway • Grapevine, Texas 76051
Metro: 972-724-4910 • Fax: 972-724-4920

MONDAY, OCTOBER 13

8:00 a.m. Breakfast at Godfrey's

1 hour 30 minutes

9:30 a.m. Depart for Airport

Evers opens 9 AM
- Mike Reed

Julie 504. 8527

Campus Theatre is an option

Earth & Stone 10 AM
Jay Jylles



**GRAPEVINE
MILLS**

MEMORANDUM

TO: SHARON DOWELL, THE DAILY OKLAHOMAN
GAIL MERTENS, "THE PEOPLE'S GUIDE TO TRAVEL"

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: SEPTEMBER 8, 1997

RE: OCTOBER FOOD, WINE & SHOPPING PRESS FAM

Please find enclosed the final itineraries for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney and post-tour in Denton, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

The Denton post-tour will be hosted by JoAnn Ballentine of the Denton Convention & Visitors Bureau. She will arrange to pick you up Sunday afternoon, following the Grand Prairie FAM. You'll stay at a popular Denton B&B Sunday evening, then depart for home on Monday, after breakfast.

Please take the time to review the itineraries. If you must decline participation in either or both tours, please contact me at your earliest convenience at 972/724-4910.

Page 2
Fam

Departures

October 12, 1997
Sunday

Writer	Time	Airport	Flight	Transport
Hodge	Early am departure in own car			
Teller	8:00A	DFW 3E	AA	on own
Simon	10:30A	DFW 3E	AA716	on own
Mink	3:00P	DFW 2E	AA2256	on own
Wyatt	afternoon	Love	SW	on own

Post Tour participants Dowell and Mertens will be driven to Denton by M. Ranc returned to airport by Denton CVB tour guide for Monday departures.

October 13, 1997
Monday

Writer	Time	Airport	Flight	Transport
Dowell	1:20P	Love	SW755	Denton CVB 972/445-5558
Mertens	3:15P	DFW 4E	AA381	Denton CVB "

October 14, 1997
Tuesday

Buckmaster Departing Tuesday after trip to San Antonio

DALLAS/ FORT WORTH AREA TOURISM COUNCIL

FOOD, WINE AND SHOPPING PRESS FAM - OCTOBER 9-12 1997

To 10/10
Robin
Denton CVB
from
Margie Ranc
DFWATC

Host Hotel

Hilton Garden Inn Las Colinas 7516 Las Colinas Blvd. 972 444-8434
(No shuttle service.)

Arrivals

October 8, 1997

Wednesday

Writer	Time	Airport	Flight	Greeter
Dowell	8:40 A	Love Field	SW/680	Julie Gladney 972/758-2191
Buckmaster	10:05 A	DFW 3E	AA1027	Julie Gladney "
Mertens	12:25A	DFW 4E	DELTA1094	Margie Ranc 817/416-0527

Above will attend Pre Tour in McKinney. Julie Gladney will return them to the hotel in the evening.

Teller	4:40P	DFW3E	AA1236	Michael Woody 817/410-3188
Mink	7:35P	DFW2E	AA2245	Margie Ranc 817/416-0527
Wyatt	8:00P	Love Field	SW238	Randy Sisson 972/263-9588

October 9, 1997

Thursday

Simon	11:50 A	DFW 3E	AA85	Diana Pfaff 972/252 7476
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October 10, 1997

Friday

Hodge Joins tour in AM arriving by car



Denton Publishing Company

Denton Record-Chronicle • Lewisville News • Grapevine Sun

Margie Rane -

She will deliver the
book here

and we are

reprinting for

her department

at Fort & DFW

(317) 410-2837



GRAPEVINE MILLS

MEMORANDUM

TO: SHEILA F. BUCKMASTER, *NATIONAL GEOGRAPHIC TRAVELER*
SHARON DOWELL, *THE DAILY OKLAHOMAN*
LARRY D. HODGE
CARL MERTENS, *"THE PEOPLE'S GUIDE TO TRAVEL"*
RANDY MINK, *TRAVELAMERCIA MAGAZINE*
JORDAN SIMON, *ATLANTA TIMES & LIFESTYLES*
JEAN TELLER, *GRIT*
T.L. WYATT, *THE VILLAGER*

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: SEPTEMBER 5, 1997

RE: OCTOBER FOOD, WINE AND SHOPPING PRESS FAM

Please find enclosed the final itinerary for the upcoming Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping Press FAM.

The FAM will officially kick off Thursday, October 9 and end around lunchtime on Sunday, October 12. Arrival will take place the afternoon or evening of Wednesday, October 8. A volunteer of the Dallas/Fort Worth Area Tourism Council's Media Committee will arrange to pick you up from the airport.

Please note that there is a special dress code for dinner Thursday evening at the Club of Hotel Crescent Court. Ladies should pack a dress or a nice blouse and skirt ensemble (no slacks or even dressy shorts permitted). Gentlemen should pack a pair of nice slacks—a jacket is a must (tie optional). No jeans on Thursday night!

The next person you will hear from is Margie Ranc, executive director of Dallas/Fort Worth Area Tourism Council, who will be calling soon to arrange your travel plans. She can be reached at 817/416-0527.

In the meantime, if you have any questions or concerns, please do not hesitate to contact me at 972/724-4910. My administrative assistant is Beatrice Garcia. I look forward to meeting you soon! Thanks!



MEMORANDUM

TO: JORDAN SIMON, ATLANTA TIMES & LIFESTYLES
FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING
DATE: SEPTEMBER 8, 1997
RE: OCTOBER FOOD, WINE & SHOPPING PRESS FAM

Please find enclosed the final itinerary for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

Please take the time to review the itinerary. If you must decline participation in the tour, please contact me at your earliest convenience at 972/724-4910.



**TRAVEL TIPS FOR THE DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE & SHOPPING PRESS FAM**

WEATHER: Beats us! It changes too quickly...from one minute to the next...

October is generally warm in the Dallas/Fort Worth area. Highs could be somewhere between the low-'70s and upper '80s. Lows can dip into the low '50s or '60s. The temperature could be described as moderate (in other words, very confusing). It's State Fair weather!

APPAREL: Dress comfortably! And *please* bring comfortable shoes! This FAM requires quite a bit of walking and eating (expandable pants might be a good call...).

You're fine in jeans or khakis on *most* of the FAM (except Thursday night).

You are well advised to bring a light cardigan or windbreaker for those cool mornings and breezy nights.

Think layers! Pack an even amount of long- and short-sleeved T-shirts or shirts.

Don't forget to pack something a bit more dressy for Thursday evening! No slacks or even dressy shorts for women. Nice slacks and a jacket are a must for men (ties are optional). Absolutely no jeans Thursday evening! Dallas has arranged for everyone to change in a restroom at The Crescent prior to dinner—which means you'll need to pack an extra dress or suit bag since you'll need to carry your evening clothes with you on Thursday (there's no time to dash back to your host hotel for a shower or a quick change). Don't worry, your evening clothes can be left on the van during the day.

REST: Uh, get lots of it *prior* to the trip...The schedule is *go! go! go!*

SANDWICHES

EACH SANDWICH IS ACCOMPANIED BY ONIONS AND BARBECUE SAUCE AND SERVED ON A TOASTED BUN. SPECIAL REQUEST 25¢ EXTRA.

BARBECUED BEEF BRISKET sliced.....	3.65
BARBECUED BEEF BRISKET chopped.....	3.45
CURED BARBECUED HAM.....	3.50
SMOKED POLISH SAUSAGE.....	3.45
SMOKED CURED TURKEY BREAST.....	3.75
<small>Marinated in a special flosser enhancer, then smoked over hickory coals.</small>	
BARBECUED BONELESS CHICKEN BREAST.....	5.30
<small>Served with ranch dip and slaw.</small>	
OPEN FACE PORK LOIN.....	3.80

SOUP BAR

U.S. SENATE BEAN.....	1.85	3.85
VEGETABLE BEEF AND BARLEY.....	1.85	3.85
TWO-ALARM CHILI.....	2.85	4.85

CUP BOWL

SALADS

CRISP TOSSED DINNER SALAD.....	2.95
CHEF SALAD.....	5.95
<small>(Chef Salad offers a choice of meats & toppings: Ham, Turkey or Fresh Bacon Bits.) Cheese only</small>	

MEXICAN SALAD..... 5.95
A little of our chili over a bed of crisp lettuce topped with shredded cheddar cheese and set in a cradle of fried taco chips.

HOUSE DRESSINGS: RANCH • FRENCH • THOUSAND ISLAND • BLUE CHEESE • HONEY MUSTARD • OIL AND VINEGAR

HOMEMADE DESSERTS

CHOCOLATE MERINGUE PIE.....	1.95
COCONUT CREAM PIE.....	1.95
DUTCH APPLE PIE.....	1.95
<small>with cheese or vanilla ice cream</small>	.50
OLD-FASHIONED BREAD PUDDING.....	1.75
<small>with brand sauce</small>	

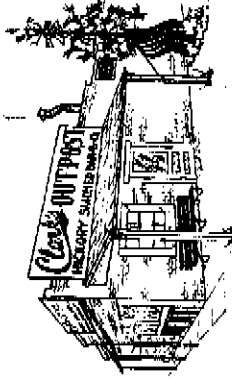
BEVERAGES

TEA bottomless glass.....	1.10
COFFEE bottomless cup.....	1.10
COLOMBIAN DECAF.....	1.10
COKE (medium).....	1.25
DIET COKE (medium).....	1.25
DR. PEPPER (medium).....	1.25
SPRITE (medium).....	1.25
MILK.....	1.00
THE TUMBLER (extra large).....	1.75
OH YEAH! PINK LEMONADE.....	1.25

LOOKING FOR SOMETHING STRONGER?
FOR CLUB MEMBERS ONLY
BEER, WINE & MIXED DRINKS
MEMBERSHIPS AVAILABLE

FROM CLARK'S TO YOU

WHOLE PIES please allow one day when ordering	
CHOCOLATE MERINGUE.....	14.00
COCONUT CREAM PIE.....	14.00
DUTCH APPLE PIE.....	14.00
TAMALES TO GO..... per dozen	5.50
SMOKED BEEF BRISKET..... whole brisket	6.50/lb.
..... sliced & trimmed	7.95/lb.
CHOPPED BEEF.....	6.00/lb.
RIBS..... hand sliced center cuts	10.45/lb.
..... slab	9.95/lb.
SMOKED CURED WHOLE BONELESS HAM	
..... whole or half	5.50/lb.
..... sliced center cuts—thin, med., thick	5.75/lb.
SMOKED SAUSAGE whole link or sliced.....	5.50/lb.
BARBECUED CHICKEN HALF.....	4.50/ea.
BARBECUED CHICKEN BREAST.....	2.95/ea.
SMOKED CURED WHOLE TURKEY BREAST ..	37.50 ea.
<small>(Approx. 8 to 10 lbs.)</small>	
DE-BONED WHOLE TURKEY BREAST.....	39.50 ea.
<small>(Approx. 6 to 8 lbs.)</small>	
TURKEY per lb. sliced.....	8.95
MARINATED BAKED PORK LOIN per lb. sliced ..	8.95
RUBY RED TROUT.....	13.00
<small>These Ruby Red Rainbow Trout come individually packed. They average about 5 oz. per fillet. We are gently under freeze, microwave or stove cold.</small>	
CLARK'S OLE #8 RIB RUB — 6 oz.....	2.25
CLARK'S BARBECUE SAUCE	
6 oz.....	1.75
16 oz.....	2.99
1 gal.....	15.00
ORDER OF VEGETABLES TO GO	
<small>Ask waitress or inquire at counter.</small>	
1 pint.....	3.75



Clark's OUTPOST

Restaurant and Club

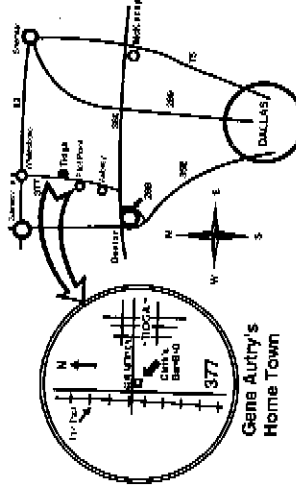
101 Hwy. 377 at Gene Autry Dr. • P.O. Box 38
Tioga, Texas 76271

Est. 1974

Owned and Operated by Warren and Nancy Ann Clark

Featured in

Texas Highways Magazine
People Magazine — "10 Best Bar-B-Q
Restaurants in the U.S.A."
Travel & Leisure
Zagat
Dallas/Ft. Worth Restaurant Survey
"Top Family Dining"
"Top Bar-B-Q"
Bon Appetit Magazine
Gourmet Magazine



Monday, Tuesday, Wednesday and Thursday
11:00 a.m. - 9:00 p.m.

Friday and Saturday — 11:00 a.m. - 9:30 p.m.

Sunday — 11:00 a.m. - 8:30 p.m.

Please call (940) 437-2414 for reservations
1-800-932-5051 — FAX (940) 437-5529

American Express, Visa, Mastercard

APPETIZERS

CALF FRIES — THE COWBOY'S FAVORITE 5.00
This delicacy is floured and deep fried until crisp and golden. They're served with gravy or red sauce.

JUMBO QUAIL LEGS — DEEP FRIED AND ABSOLUTELY DELICIOUS

6 Legs 4.50
 12 Legs 6.95

RIB ENDS - one pound 6.50
That's what they are, the end ribs that don't go to our dinner plates.

RUBY RED TROUT 6.50

Up around Twin Falls, Idaho and Teton Park they grow a rainbow trout whose meat is salmon pink. These beauties are filleted, marinated, cold smoked and served cold or warm with our special dipping sauce.

The trout is available in TO GO pouches. Fully cooked, just warm and serve or serve cold and baked in your summer-time salad, approximately 4 fillets to the pound. (\$13.00 lb. to go).

SMOKED SAUSAGE 4.75

This is a Polish sausage nice and spicy, served with Clark's own Barbecue Sauce.

TAMALES

We make them here — pork tamales, escamote and (cheese ones)

1. You're served three tamales with the starch, chili or red beans on the side. ... 3.25
 2. You're served three tamales covered with chili and topped with melted cheddar cheese. 4.95

BATTER FRIED ZUCCHINI 3.95

You get a hot full of tender, deep fried Zucchini and a side of our horseradish sauce.

FRIED CHEDDAR CHEESE BALLS

Don't sell them short. Kids love 'em and so do some rough & tumble cowboys.

small 1.75
 large 3.50

FRENCH FRIED ONION RINGS

small 1.85
 large 3.70

POTATO SKINS

How do you like them?

1. Potato skins deep fried with sour cream on the side. 2.65
 2. Potato skins deep fried then stuffed with cheddar cheese, real facon bits, topped with chives and sour cream on the side. 4.95

CHEESE FRIES

A heaping order of our homemade fries with melted cheddar cheese

..... 2.75

CHIPS AND PICANTE SAUCE 1.75

SPECIAL FAVORITES

TAMALES

Small order — three tamales smothered with chili and cheese, served with tortilla chips, jalapenos, onions and picante sauce. 6.50

Large order — five tamales smothered with chili and cheese, served with tortilla chips, jalapenos, onions and picante sauce. 8.75

Tamale diners do not include choice of vegetable

DINNERS

EACH DINNER INCLUDES TWO SELECTIONS FROM THE VEGETABLE LISTING, TEXAS TOAST, SPICED PEACH HALE, ONION AND KOSHER PICKLE SPEAR.

SMOKED BRISKET

USDA Choice steer beef from the best lots of the high country tender and trimmed out for the dinner of your choice.

small 7.15
 large 8.00
 biggest 9.60

SMOKED PORK RIBS (St. Louis Style)

No tenderizers or marinades, just Clark's Barbecue Sauce and Clark's Ole #8 rub both of which are available at the counter.

Large 13.25
 Rack of Ribs 16.25

SMOKED CURED HAM

This one, that pit ham is cured and smoked for that old Arkansas-Tennessee flavor.

..... 7.45

SMOKED POLISH SAUSAGE

This sausage has been made by the same family since the late 1800's. It's Dad's son Randolph's. We add the smoke and T.L.C.

..... 7.35

SMOKED BREAST OF TURKEY

We cure the turkey for 24 hours — then smoke.

..... 8.45

BARBECUED CHICKEN HALF

Three pound chickens are split, marinated and barbecued. No smoke here, just taste, and taste some more

..... 7.95

RUBY RED TROUT

Wonderful fillets of smoked, Idaho rainbow trout. The meat is so delicate in texture and a beautiful salmon pink. The smoking adds a real flare to the meat, make Ruby Red. At serving the trout is lightly BROILED.

small 9.35
 large 11.95

MARINATED BAKED PORK LOIN ROAST

With traditional onion gravy on the side and two vegetables from the vegetable listing.

..... 7.25

VEGETABLE PLATE

Choice of three entrees from the vegetable listing.

..... 4.65

COMBINATION PLATES

EACH PLATE INCLUDES TWO SELECTIONS FROM THE VEGETABLE LISTING.

BEEF & RIBS 13.75

BEEF & TURKEY 9.35

BEEF & SAUSAGE 8.95

BEEF & HAM 8.95

RIBS & SAUSAGE 12.95

RIBS & HAM 12.95

RIBS & TURKEY 13.75

RIBS & CALF FRIES 14.95

HAM & SAUSAGE 8.95

CALF FRIES & BEEF 12.00

TURKEY & SAUSAGE 8.95

FROM THE GRILL OR SKILLET

The following plates include two selections from the vegetable listings and cream gravy

8oz Strip Sirloin 8.50
Choice of two Vegetables or Baked Potato all the way (stuffed with ham bits, cheese, and sour cream.)

10oz Ribeye 12.95
Choice of two Vegetables or Baked Potato all the way.

3 Center Cut Pork Chops (grilled or pan fried) 9.50
Choice of two Vegetables or Baked Potato all the way

CALF FRIES with gravy or red sauce

Small 9.50
 Large 11.50

CALF FRIES AND PAN-FRIED QUAIL 14.25

BRACE OF QUAIL 13.95
Covered with butter-milk butter and pan-fried to order

CHICKEN-FRIED STEAK 8.00
1/2 pound, boneless sirloin, pan-fried to order, with gravy on the side, or served over.

VEGETABLES

SELECT TWO FOR DINNERS

FRENCH-FRIED CORN-ON-THE-COB Fry 'til 1.55

POTATO SALAD 1.55

CREAMY COLE SLAW 1.55

FRENCH-FRIED POTATOES (with skins on top) 1.55

FRIED OKRA breaded 1.55

FRIED ZUCCHINI batter fried and served with horseradish sauce 1.55

SMOKED BARBECUED BEANS 1.55

OLD-FASHIONED RED BEANS 1.55

JALAPENO BLACK-EYED PEAS 1.55

SMALL GREEN SALAD 1.55

COUNTRY FRESH COLLARD GREEN 1.55

A LA CARTE VEGETABLES

* FRIED POTATO SKINS

with sour cream 2.65
 with cheese, chives, ham and bacon bits 4.95

* BAKED POTATO

with sour cream 2.50
 with cheese, chives, ham and bacon bits 3.75

Side order of chips and Picante Sauce 1.75

Antiques

22. **County Seat Antiques**
207 B N. Elm
383-0054 10-5:30 M-Sat
23. **Cook's Red Barn Antiques**
212 E. Hickory
382-5004 11-5 T-Sat
24. **This Old House**
809 N. Locust
565-0667 10-5 M-Sat
25. **The Courthouse Collection**
111 W. Hickory
381-1956 10-6 M-Sat
28. **Angel Feathers**
114 N. Locust
383-0464 11-5:30 T-Sat
31. **Carriage Hill Antiques**
105-1/2 W. Hickory 10-5:30 Sat, 12-5 Sun
484-6194 Or by Appointment
34. **Dealer's Choice Wholesale Antiques**
305 S. Locust 9-5:00 M, T, W
382-0478 Or By Appointment
32. **Memories So Special**
105 W. Hickory 10-5:30 M-Sat
484-8560 12:30-5 Sun
40. **Off the Square Antiques**
122 W. Mulberry 10-5:30 M-Sat
382-7110
42. **Austin St. Antiques**
121 N. Austin 10-6 M; W-Sat 10-6
591-7821 12-5 Sun
43. **Uniques & Antiques Gallery**
725 S. Locust 10-5 M-Sat
566-1191

Bed & Breakfast

29. **The Redbud Inn** 37. **Godfrey's**
815 N. Locust 1513 N. Locust
565-6414 381-1118
30. **May House** 32. **Magnolia Inn**
609 W. Oak 821 N. Locust
387-0995 565-6414

Restaurants

10. **Cupboard Cafe**
200 W. Congress
387-5386 9-9 M-Sat
11-6 Sun
15. **Mercado Juarez**
419 S. Elm
380-0755 11-9 Sun-Thurs
11-10 Fri-Sat
16. **The Homestead**
401 S. Locust
Suite 101
566-3240 7-2:30 M-Sat
9-2:30 Sun
17. **Locust Street Grill**
104 N. Locust
566-3614 11-10 M-W
11-Midnight Th-Sat
18. **Denton County Independent Hamburger Co.**
113 W. Hickory
383-1022 11-3 M-Sat
19. **Ellington's on the Square**
119 W. Hickory
566-3294 11:30-Midnight M-Sun
11-1 a.m. Sat
20. **Ruby's Diner**
111 N. Elm
387-7706 6am-3pm M-W
6am-9pm Th-Sat
21. **The Chestnut Tree Tea Room & Gifts**
118 W. Hickory
591-9475 10-5:30 M-Sat
(High tea on special occasions)
26. **Mr. Gatti's Pizza**
118 W. Oak
383-0944 4-11 M-Sat
Sun - Delivery Only
27. **Dan's Bar**
119 S. Elm
891-1549 4-Midnight M-Th
2-Midnight Fri-Sun
33. **Sweetwater Grill & Tavern**
115 S. Elm
484-2888 11-Mid Sun & Mon
11-2AM T-Sat
36. **Rama's Courtyard Cafe**
222 W. Hickory
383-8491 10:30-3 M-Sat
41. **Giuseppe's**
821 N. Locust
381-2712 11-2 M-F; 5-9 M-Th
5-10 F & S

Specialty Shops

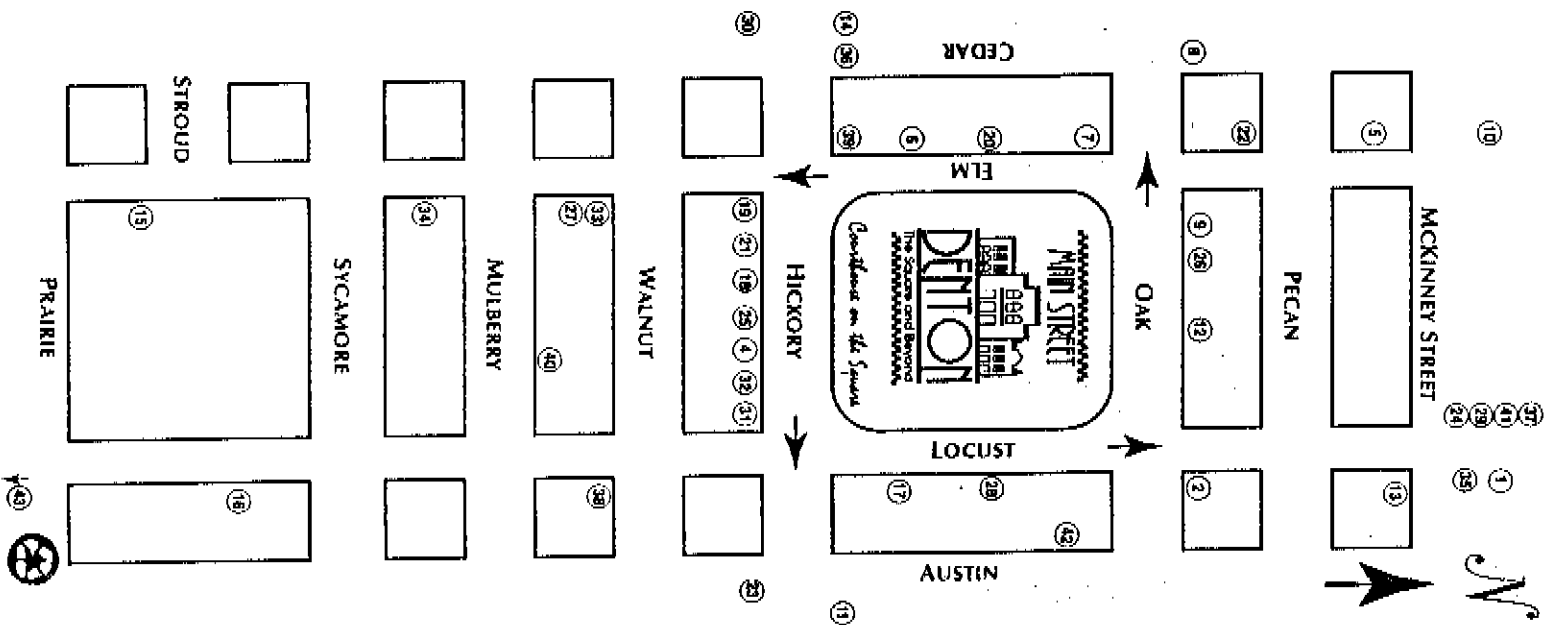
1. **Sleeping Lizzards**
708 N. Locust
484-4056 10-6 M-F
10-5:30 Sat
2. **Recycled Books and Records**
200 N. Locust
566-5688 9-9 Sun-Sat
11. **Margie's Fabrics**
113 E. Hickory
382-3654 10-6 M-F
10-5:00 Sat
4. **Evers Hardware**
109 W. Hickory
382-5513 8-5:30 M-Sat
5. **Rose Costumes & Vintage Clothing**
521 N. Elm
566-1917 10-5:30 M-Sat
6. **Grimmer's Oriental Rugs**
109 N. Elm
382-4221 9-4:30 T-Sat
7. **First People's Jewelry**
117 N. Elm
383-3032 10-5:30 M-F
10-3 Sat
8. **Christopher Savino Handmade Guitars**
208 W. Oak
382-3635 9-5 M, W, F
9. **Olufsen's Gifts & Gourmet**
120 W. Oak
382-7774 10-5:30 M-Sat
Noon-5 Sun
10. **Cupboard Natural Foods**
200 W. Congress
387-5386 9-9 M-Sat
11-6 Sun
35. **Wallpaper, Blinds and Designs**
600 N. Locust
565-1549 10-6:00 M-F
10-3 Sat
12. **Carof's Draperies**
112 W. Oak
565-8337 10-5:30 M-F
10-2 Sat
13. **The Living End**
118 E. McKinney
382-7032 Noon-6 W-Sat

14. **Earth & Stone**
222 W. Hickory
387-4006 10-5:30 M-F
10-5 Sat
14. **At The Ritz**
222 W. Hickory
383-0021 11-5:30 T-Th
11-9 Fri-Sat
14. **Across The Border**
222 W. Hickory
381-3512 11-6:00 M-Sat
39. **Longhorn Gallery & Custom Framing**
101 N. Elm
484-8778 10-5 T-F; 10-4 Sat
or by appointment

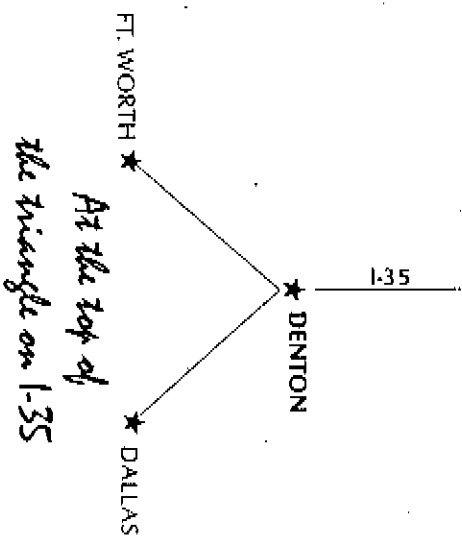
Courthouse Museum Hours:

Mon-Fri - 10:30-4:30
Sat - 1-4:30
(940) 565-8697
1-800-346-3189

This is a Main Street Cooperative endeavor. Merchants listed share the cost of producing this brochure.



MAIN STREET
DENTON
 The Square and Beyond
 221 North Elm Street
 Denton, Texas 76201
 (940) 566-8529



Denton is
 37 Miles North of
 Dallas on I-35

From I-35 Southbound
 Take Ft. Worth Drive Exit.
 Turn left, go 1.7 miles.
 Right on Hickory.
 2 Blocks to
 Historic Downtown Denton

MAIN STREET
DENTON
 The Square and Beyond
 221 North Elm Street
 Denton, Texas 76201

MAIN STREET
DENTON
 The Square and Beyond

See the best of
 the past and present
 in historic downtown
 Denton, Texas

BUSINESS DIRECTORY

Hidden Springs White Wines

Chardonnay - Our winemaker has carefully fermented this wine in cold temperatures to produce a true chablis style, with tropical nuances, both in "nose" and "taste". Slightly oaked, this wine is delightful served with light poultry and fish entrees, accompanied with very light creme sauces.

Grapes: Chardonnay
Alcohol: 13.1%
Residual Sugar: .04%

Sauvignon Blanc - Made from grapes of abundant varietal character and intense flavor. Careful fermentation of the juice at cold temperatures has resulted in the capture and enhancement of the fresh grassy quality of the Sauvignon Blanc fruit. It is a clean, crisp wine equally enjoyable before and during the meal.

Awards: **Bronze Medal - 1997 Southwest Wine Competition (Angel Fire, New Mexico)**

Grapes: Sauvignon Blanc
Alcohol: 12.1%
Residual Sugar: .04%

White Table - A blend of carefully fermented premium grapes, it is meant to be enjoyed with poultry, fish or vegetarian dishes. Its crisp, clean taste is equally enjoyable before and during the meal.

Awards: **Bronze Medal - 1996 Lone Star Wine Competition**

Grapes: Chenin Blanc, Muscat Canelli, Sauvignon Blanc
Alcohol: 11.1%
Residual Sugar: 2.2%

Hidden Springs Blush Wines

Blush - Created from premium grapes and blended to perfection. Its soft, appealing color invites you to experience its exceptional flavor with light food entrees, or simply enjoy with friends as you celebrate special occasions.

Grapes: Chenin Blanc, Muscat Canelli, Sauvignon Blanc,
Ruby Glow (for color)
Alcohol: 11.1%
Residual Sugar: 2.2%

Hidden Springs Red Wines

Cabernet Sauvignon - This premium Texas wine has gently aged in French oak barrels for one year with traces of berries and peppers. Superb with entrees of beef, veal and venison.

Awards: **Bronze Medal - 1997 Lone Star Wine Competition**

Grapes: Cabernet Sauvignon, Merlot
Alcohol: 12.0%
Residual Sugar: .04%

Ruby Glow - Our signature wine with just a touch of sweetness. A fine Texas red wine similar to a claret, with a splash of Ruby Cabernet. Enjoy with Bar-B-Que, Tex-Mex and hearty pasta dishes.

Awards: **Best Texas Red Table Wine - 1994 People's Choice**
Silver Medal - 1996 Lone Star Wine Competition
Bronze Medal - 1997 Lone Star Wine Competition

Grapes: Ruby Cabernet, Cabernet Sauvignon, Cabernet Franc, Merlot
Alcohol: 11.9%
Residual Sugar: 1.69%

Crystal Red Table Wine - A blend of superb quality grapes which has produced a smooth, soft, truly elegant wine. Its color reminds one of candlelight combined with sparkling crystal. This lovely wine is a taste treat with beef, veal and soft Italian entrees. Best served slightly chilled.

Awards: **Bronze Medal - 1997 Southwest Wine Competition/Angel Fire, New Mexico**
Bronze Medal - 1997 Lone Star Wine Competition

Grapes: Merlot, Cabernet Franc, Cabernet Sauvignon, Ruby Cabernet,
Other Mixed Reds
Alcohol: 12.03%
Residual Sugar: .4%

Hidden Springs Wines Available At:

Grapevine, Texas:

Hansom Hanks
5351 William D. Tate

Mac's Corner
1098 East Northwest Highway

Off The Vine
324 South Main

Dallas, Texas:

Wines Texas Style
West End Market Place

Denison, Texas:

Drigg's
Kountry Korners

Denton, Texas:

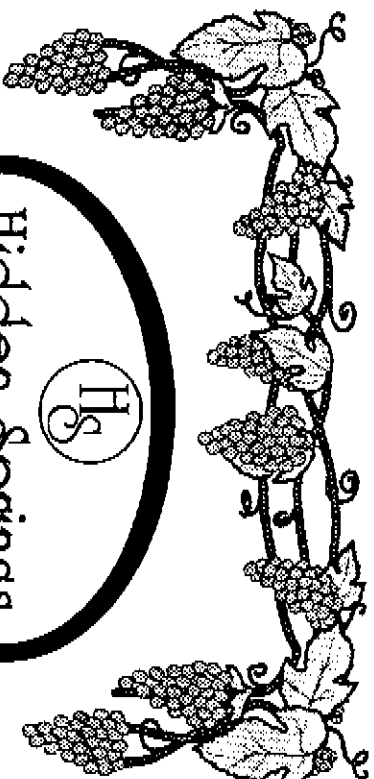
Metzler's
111 East University Drive

Metzler's
University and I-35

Metzler's
628 Londonderry

Pilot Point, Texas:

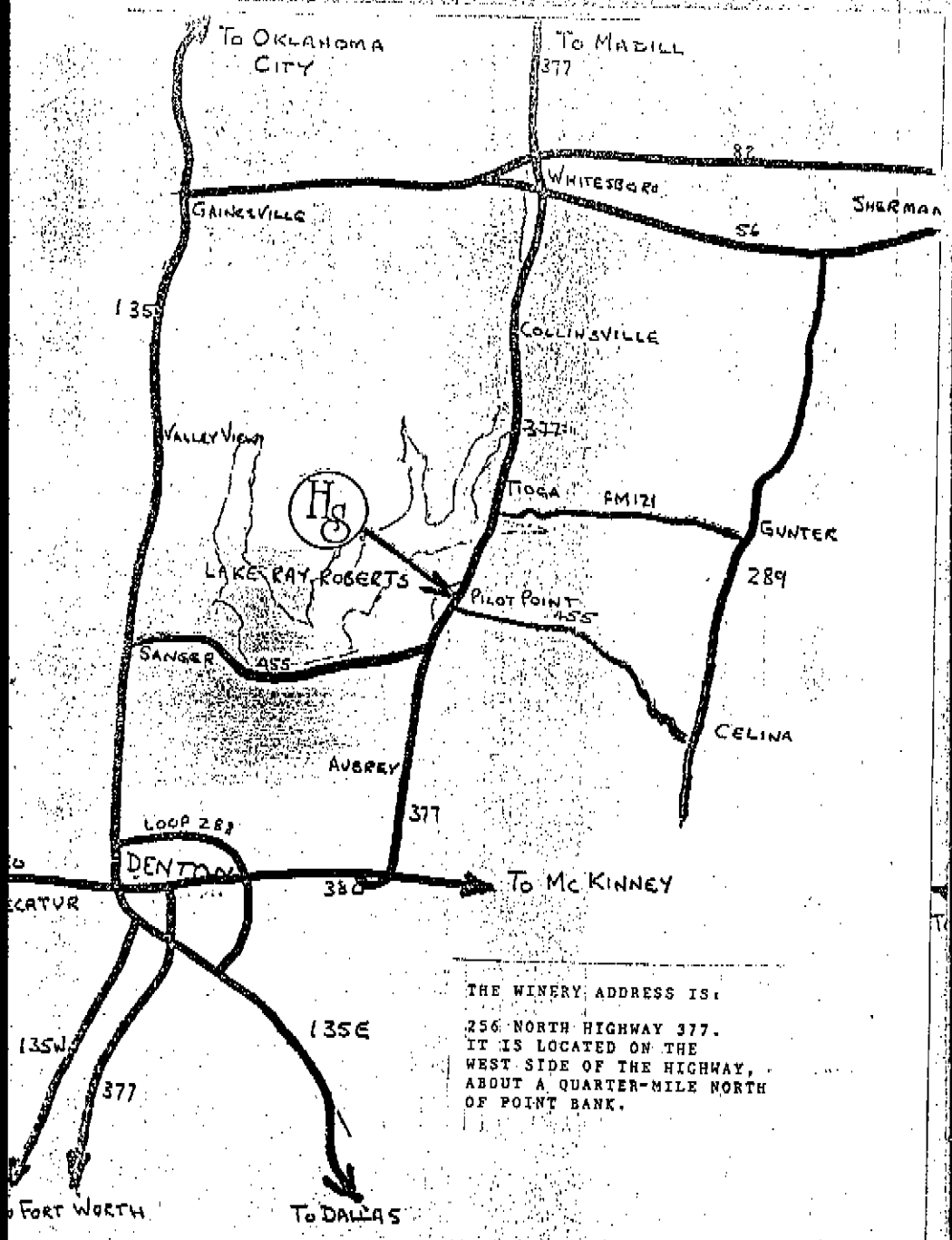
Hidden Springs Winery
256 North Highway 377



**Open: Tuesday thru Saturday
Noon to 6:00 p.m.**

**Sundays (April thru December)
2:00 p.m. to 6:00 p.m.**

Free Tours and Tastings



THE WINERY ADDRESS IS:
 256 NORTH HIGHWAY 377.
 IT IS LOCATED ON THE
 WEST SIDE OF THE HIGHWAY,
 ABOUT A QUARTER-MILE NORTH
 OF POINT BANK.





GRAPEVINE MILLS

DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

SUNDAY, OCTOBER 12 / POST-TOUR OF DENTON

9:00 a.m.	Depart Host Hotel for Grand Prairie	20 minutes
9:20 a.m.	Breakfast at The Brass Bean Coffee House	50 minutes
10:10 a.m.	Depart for Traders Village	10 minutes
10:20 a.m.	"Bargain Shopping" at Traders Village Market Place	1 hour 10 minutes
11:30 a.m.	Depart Traders Village	
12:30 p.m.	Arrive Denton	1 hour
1:00 p.m.	Lunch at Ranchman's Cafe 940-479-2221	1 hour 30 minutes
2:30 p.m.	Depart Ranchman's	15 minutes
2:45 p.m.	Arrive in "Historic Downtown Denton" for shopping at Recycled Books and Records, Olufsen's, Carriage Hill Antiques, Memories So Special and Cupboard Cafe	1 hour 45 minutes
4:30 p.m.	Depart for Hidden Springs Winery	15 minutes
4:45 p.m.	Wine tasting at Hidden Springs Winery ^{Lela Banks} 940-686-2782	1 hour
5:45 p.m.	Depart winery	15 minutes
6:00 p.m.	Dinner at Clark's Outpost Nancy 940-437-2414	1 hour 30 minutes
7:30 p.m.	Depart for Godfrey's Place Bed & Breakfast	30 minutes
8:00 p.m.	Arrive at Godfrey's Place Bed & Breakfast 381-1118 <i>Dr. Herrick Room Prairie Room</i>	

MONDAY, OCTOBER 138:00 a.m. Breakfast at **Godfrey's**

1 hour 30 minutes

9:30 a.m. Depart for Airport



GRAPEVINE MILLS

MEMORANDUM

TO: SHARON DOWELL, THE DAILY OKLAHOMAN
CARL MERTENS "THE PEOPLE'S GUIDE TO TRAVEL"

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: SEPTEMBER 8, 1997

RE: OCTOBER FOOD, WINE & SHOPPING PRESS FAM

Please find enclosed the final itineraries for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney and post-tour in Denton, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

The Denton post-tour will be hosted by JoAnn Ballentine of the Denton Convention & Visitors Bureau. She will arrange to pick you up Sunday afternoon, following the Grand Prairie FAM. You'll stay at a popular Denton B&B Sunday evening, then depart for home on Monday, after breakfast.

Please take the time to review the itineraries. If you must decline participation in either or both tours, please contact me at your earliest convenience at 972/724-4910.



FAX

Date: 6/27/97
Number of pages: 2
(including cover sheet)

TO: Karen Conway-Gelfand
Grapevine Mills

FROM: Robin Myles
Denton Convention &
Visitor Bureau

PHONE: 817-251-4000
FAX #: 817-251-4010

PHONE: 817/382-7895
FAX #: 817/382-0040

Karen,

here is our draft of the itinerary for the DFWATC Food/Wine/Shopping Tour

I added Exposition Mills Denton Factory Stores to Sunday in case we needed to fill in time before dinner.

Keep us updated on changes and if you need anything else give me a call.

Sincerely,

Robin Myles

h:\rfax

DFWATC FOOD/WINE/SHOPPING FAM TOUR
OCTOBER 9-13, 1997

SUNDAY, OCTOBER 12

Arrive Denton Sunday afternoon evening

~~Exposition Mills Denton Factory Stores~~

1:00 Hidden Springs Winery (Pilot Point) for wine tasting

Clark's BBQ (Tioga) for dinner

5:00

6:00

down town -
lunch + dinner - ~~summer~~ used CPK
- suburbs
- stores

MONDAY, OCTOBER 13

Breakfast - Godfrey's Bed & Breakfast (Heart Healthy Cuisine)

Historic Downtown Denton -

Cupboard Cafe

Ruby's Diner

Olufsen's

Rama's Courtyard Cafe and shops

Lunch - Ranchman's Steakhouse (Ponder)

after breakfast



Robin
FYI

MEMORANDUM

TO: / MARGIE RANC, DFWATC 817/488-1048
/ JUDY RAMOS, ARLINGTON CVB 817/265-5640
/ CHERYL LEWIS/CONNIE KREDELL, DCVB 214/746-6688
/ JO ANN BALLENTINE, DENTON CVB 817/382-0040
GREG STALEY, FORT WORTH CVB 817/336-3282
KRISTINA THOMPSON, GRANE PRARIE CVB 972/642-4350
GEORGE KAKOS/MICHAEL WOODY, GV CVB 817/488-1048
MONA GANDY/DIANA PFAFF, IRVING CVB 972/257-3153
JULIE GLADNEY, MCKINNEY CHAMBER 972/548-0876

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING
(972) 724-4910 METRO / FAX (972) 724-4920 METRO

DATE: AUGUST 9, 1997

RE: FOOD, WINE AND SHOPPING TOUR

Hi everyone!!! Thanks so much for helping me out by working out the recent scheduling conflict. I never heard back from anyone after Mona's memo dated July 9th, so I decided to take a stab at the FAM tour timeline.

Please review the timeline carefully and feel free to make any changes necessary. You guys know what you want to showcase better than I do.

I plan to take this preliminary timeline to the Tuesday, August 12 Media Committee meeting. If you can work miracles by sending me revisions prior to Tuesday, then be my guest. Otherwise, I look forward to receiving them the week of August 18th. By the way, as of August 11, I will have a personal assistant and her name is Beatrice (Bea) Garcia. Although she doesn't know this yet, I will be enlisting her help to hound you mercilessly.

As per my last update, my first round of letters requested a July 25 response deadline. I then received a list of food/wine writers from Grapevine and sent out a second round of letters with an August 8 deadline.

To date, I have received 10 acceptances (11 writers/photographers total). Please see the attached list of responsees. I am waiting for clippings from four of the writers. Any comments? By the way, I received several somewhat testy calls and faxes from writers who had to decline because this FAM occurs during a religious Jewish holiday...

Oh, yes, I received a call from Holly Sheppard of Woman's Day Magazine on Thursday. She's really interested in attending, but honestly admitted that the mag doesn't do travel stories. They are mostly interested in food trends and regional foods to report back to readers. I told her I'd consult with you guys first to determine an answer. Feedback, please!

Here are some questions/comments that I have for each/some of you:

DALLAS

Jennie Pennington, now at Crescent Court Hotel, has offered to serve dinner. Would you prefer this over Morton's?

Also, I didn't know how early you wanted to start the tour...plus there're no breaks.

You'll need to check on whether Chef George Brown of 1717 is definitely available...

ARLINGTON

Didn't know if you preferred showcasing western wear over a tour of a salsa factory...

DENTON

Help!!!! I really think you should keep Clark's on the agenda. One of the writers is definitly interested in it.

FORT WORTH

Didn't know if Pendery's ever came through. What about lunch?

GRAPEVINE

Carmen says that, per P.W., the host hotel will be in Grapevine. Any ideas as to which? I also took the liberty of really throwing together an agenda---HELP!!!!

GRAND PRARIE

Can you do breakfast at Traders Village? Have we given you way too much time to fill?

IRVING

Didn't know if Via Real was your prefernece over Cafe Cipriani...can you also fill in some time?

MCKINNEY

Help!!!!

Okay, once I hear back from you and can firm up the agenda, I plan to contact all of the writers back. I'd also like to host a meeting for our little group in my new offices... Yes! I now have a real and permanent office. I'll even give you the 10¢ tour.

We then need to work on transportation and escorts.

c: Carmen Tidwell, 972/234-4465
John Mayner, 972/780-0893

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997**

**SCHEDULE
(As of August 9, 1997)**

WEDNESDAY, OCTOBER / PRE-TOUR OF MCKINNEY

8:30 a.m.	Breakfast at bed and breakfast	1 hour
???		
12:00 p.m.	Lunch at ????	
1:45 p.m.	Depart for downtown McKinney	1 hour 45 minutes
2:00 p.m.	Shopping in McKinney's downtown historic square	15 minutes
???		
7:30 p.m.	Dinner at ????	1 hour 45 minutes
9:15 p.m.	Depart for Grapevine	45 minutes?

THURSDAY, OCTOBER 9 / DALLAS

7:30 a.m.	Depart for Dallas	30 minutes
8:00 a.m.	Breakfast at Cafe Brazil in Deep Ellum	1 hour
9:00 a.m.	Tour of Mozzarella Company on Elm Street	1.5 hours
10:30 a.m.	Depart for Uptown shopping	15 minutes
10:45 a.m.	Tour of The Shops at the Quadrangle <i>Ken Knight, The Atelier, Legacy Trading Co., etc.</i>	1 hour 15 minutes
12:00 p.m.	Depart for Tony's Wine Place on Oaklawn	15 minutes
12:15 p.m.	Lunch at Tony's Wine Place on Oaklawn	1 hour 45 minutes
2:00 p.m.	Depart for Eatzi's	10 minutes

2:10 p.m.	Tour of Eatzi's	30 minutes
2:40 p.m.	Depart for tour of Lower Greenville <i>Fiesta Food Market, Worldwide Foods (Greek and Mediterranean foods), World Service (food and gifts from United Kingdom), Whole Foods Market</i>	1 hour 40 minutes
4:30 p.m.	Depart for 1717 in Dallas Museum of Art (Dallas Arts District - Downtown Dallas)	20 minutes
4:50 p.m.	Meet and greet Executive Chef George Brown <i>Enjoy coffee or refreshments and dessert</i>	1 hour 10 minutes
6:00 p.m.	Depart for West End MarketPlace	10 minutes
6:10 p.m.	Tour the West End MarketPlace	40 minutes
6:50 p.m.	Depart for Galleria shopping center (North Dallas)	30 minutes
7:20 p.m.	Enjoy the more than 200 fine shops of Galleria	1 hour 25 minutes
8:45 p.m.	Depart for Morton's of Chicago	10 minutes
8:55 p.m.	Dinner at Morton's of Chicago	1 hour 35 minutes
10:45 p.m.	Depart for Grapevine hotel	20 minutes

FRIDAY, OCTOBER 10 / ARLINGTON AND IRVING

8:30 a.m.	Depart Grapevine hotel (TBD) for Arlington	30 minutes
9:00 a.m.	Breakfast sampler and tour of Marquez Bakery and Tortilla Factory	1.5 hours
10:30 a.m.	Depart for Vietnam Plaza (name?)	15 minutes
10:45 a.m.	Wok Tour with Carol Richie <i>Tour Hong Kong Market Place and other Asian grocery stores and noodle shops and enjoy dim sum at Arc En Ciel</i>	2 hours 15 minutes
1:00 p.m.	Depart for The Ballpark at Arlington	15 minutes
1:15 p.m.	Tour Ballpark B-B-Que	1 hour

Get a tour of the special pit built and used during Texas Rangers games and special events

2:15 p.m.	Depart for tour of local salsa factory	15 minutes
3:00 p.m.	Tour of local salsa factory	30 minutes
3:30 p.m.	Depart for Irving	30 minutes
4:00 p.m.	Meet pastry chef Randy Gehman of the Four Seasons Resort and Club in Las Colinas???? <i>Enjoy coffee and delicious pastry prepared by the chef; tour the Resort and spa</i>	1 hour 30 minutes
5:30 p.m.	????	
7:15 p.m.	Depart for Cafe Cipriani	15 minutes
7:30 p.m.	Dinner and kitchen tour at Cafe Cipriani	1 hour 30 minutes
9:00 p.m.	Dessert/coffee cruise along the Mandalay Canal	1 hour
10:00 p.m.	Depart for Grapevine hotel (TBD)	

SATURDAY, OCTOBER 11 / FORT WORTH AND GRAPEVINE

8:30 a.m.	Depart for Fort Worth Zoo	30 minutes
9:00 a.m.	Breakfast at the Fort Worth Zoo's commissary <i>Meet nutritionist Ann Ward and hear how her staff keeps up the dietary needs of the zoo's 5,000 animals. Also help feed some of the animals and sample their favorite foods.</i>	2 hours 15 minutes
11:15 a.m.	Depart for Pendery's World of Spices and Chiles	30 minutes
11:45 a.m.	Tour of Pendery's World of Spices and Chiles	1 hour
12:45 p.m.	Depart for lunch at ??? (downtown?)	30 minutes
???	Lunch at ???	
2:15 p.m.	Depart for Grapevine	30 minutes
2:45 p.m.	Tour of Grapevine Mills	45 minutes

3:30 p.m.	Depart for downtown Grapevine	15 minutes
3:45 p.m.	Tour of La Buena Vida Vineyards and Delaney Vineyards	2 hours 45 minutes
6:30 p.m.	Depart for Grapevine hotel	15 minutes
6:45 p.m.	BREAK!!!!	1 hour
7:45 p.m.	Depart for dinner at ????	15 minutes
8:00 p.m.	Dinner at ???	1 hour 45 minutes
9:45 p.m.	Depart for Grapevine hotel	15 minutes

SUNDAY, OCTOBER 12 / GRAND PRAIRIE AND POST-TOUR IN DENTON

9:00 a.m.	Depart for Grand Prairie	30 minutes
9:30 a.m.	Breakfast and shopping at Traders Village Flea Market???	3.5 hours???
1:00 p.m.	Depart for airport or Denton for post-tour	
???	Tour of Hidden Springs Winery in Pilot Point	
???	???	
???	Dinner Clark's BBQ in Tioga	

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING MEDIA FAM
OCTOBER 9-12, 1997**

ATTENDEES (AS OF 8-9-97)

With Press Clippings:

Randy Mink
Managing Editor
TravelAmerica Magazine
990 Grove St.
Evanston, IL 60201
847 / 491-6440

Not interested in pre- or post-tour

*Comments: also writes for Copley News Service and various Sunday newspaper travel sections--
-visited DFW in 1984)*

Sharon Dowell
Editor
The Daily Oklahoman
9000 N. Broadway
Oklahoma City, OK 73114
405/475-3304

Interested in food portion of McKinney pre- and Food
Denton post-tours

*Comments: Oh boy...needs to have a substantial breakfast EVERY morning and cannot w
long distances without occasional sit-down breaks...also wants to interview the owners of C
Society, sample La Velntina de Mexico in Addison and tour Eatzi's*

Larry Hodge
Freelance Writer
P.O. Box 1280
Mason, TX 76856
915/347-5794

No word on pre- or post-tour

*Comments: Plans to drive---has produced quite a bit on DFW area...plans to send queries from
trip to San Antonio Express-News and Texas Highways magazine)*

Jordan Simon
Wine Editor
Atlanta Homes & Lifestyles
404 E. 75th Street, #2D
New York City, NY 10021
212/794-1020

Interested in McKinney pre-tour

Comments: would LOVE to see the Texas Rangers play...also interested in vineyards and The Mansion on Turtle Creek

Jean Teller
Assistant Editor
GRIT
1503 S.W. 42nd Street
Topeka, KS 66609-1265
913/274-4300

Might be able to catch McKinney pre-tour due to
Wednesday afternoon arrival

Comments: Never been on a press tour...covers food and features

T.L. Wyatt
The Villager Newspaper
1223A Rosewood Ave.
Austin, TX 78702
512/476-0082

Not interested in pre- or post-tours

Comments: Wants to visit Sambucca in Deep Ellum during the trip

Waiting on Press Clippings:

Sheila F. Buckmaster
Food Writer/Editor
National Geographic Traveler
1145 17th Street NW
Washington D.C., 20036
202/828-5489

Might be interested in pre-tour

Comments: Wants to remain in Texas for several days on her own after the FAM...I believe she must also pay for her own transportation...

Carl Martens
Writer/Producer
People's Guide To Travel
27543 Twin Peak
San Antonio, TX 78261-9302
830/980-9538

Interested in pre- and post-tours

Comments: Sent in a video on his TV show on Time Warner...no actual clippings...has he produced since he was last here? Wants to submit queries about this FAM to his TV show and San Antonio Express-News

Gerry and George Watkins

Interested in McKinney pre-tour

Publishers

Travel Destinations (WWW)

1108 Meadowview Dr.

Euless, TX 76039

817/571-6481

*Comments: They plan to drive...have they ever produced or been a problem?***Tom Wilmer**

Interested in Denton post-tour

Reporter

KCBX Radio (Audio Travel Show)

200 Punta del Monte

Carmel Valley, CA 93924

805/995-2720

Comments: Wants to stay 2 extra days after post-tour to visit parents in Salado



**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997**

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12:30 p.m.	Arrive Denton	1 hour
1:00 p.m.	Lunch at Ranchman's Cafe	1 hour 30 minutes
2:30 p.m.	Depart Ranchman's	15 minutes
2:45 p.m.	Arrive in " Historic Downtown Denton " for shopping at Recycled Books and Records, Olufsen's, Carriage Hill Antiques, Memories So Special and Cupboard Cafe	1 hour 45 minutes
4:30 p.m.	Depart for Hidden Springs Winery	15 minutes
4:45 p.m.	Wine tasting at Hidden Springs Winery	1 hour
5:45 p.m.	Depart winery	15 minutes
6:00 p.m.	Dinner at Clark's Outpost	1 hour 30 minutes
7:30 p.m.	Depart for Godfrey's Place Bed & Breakfast	30 minutes
8:00 p.m.	Arrive at Godfrey's Place Bed & Breakfast	

MONDAY, OCTOBER 138:00 a.m. Breakfast at **Godfrey's**

1 hour 30 minutes

9:30 a.m. Depart for Airport



MEMORANDUM

TO: **SHARON DOWELL, THE DAILY OKLAHOMAN**
CARL MERTENS, "THE PEOPLE'S GUIDE TO TRAVEL"

FROM: **KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING**

DATE: **SEPTEMBER 8, 1997**

RE: **OCTOBER FOOD, WINE & SHOPPING PRESS FAM**

Please find enclosed the final itineraries for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney and post-tour in Denton, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

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Please take the time to review the itineraries. If you must decline participation in either or both tours, please contact me at your earliest convenience at 972/724-4910.



GRAPEVINE MILLS

MEMORANDUM

TO: SHEILA F. BUCKMASTER, *NATIONAL GEOGRAPHIC TRAVELER*
SHARON DOWELL, *THE DAILY OKLAHOMAN*
LARRY D. HODGE
CARL MERTENS, *"THE PEOPLE'S GUIDE TO TRAVEL"*
RANDY MINK, *TRAVELAMERCIA MAGAZINE*
JORDAN SIMON, *ATLANTA TIMES & LIFESTYLES*
JEAN TELLER, *GRIT*
T.L. WYATT, *THE VILLAGER*

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: SEPTEMBER 5, 1997

RE: OCTOBER FOOD, WINE AND SHOPPING PRESS FAM

Please find enclosed the final itinerary for the upcoming Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping Press FAM.

The FAM will officially kick off Thursday, October 9 and end around lunchtime on Sunday, October 12. Arrival will take place the afternoon or evening of Wednesday, October 8. A volunteer of the Dallas/Fort Worth Area Tourism Council's Media Committee will arrange to pick you up from the airport.

Please note that there is a special dress code for dinner Thursday evening at the Club of Hotel Crescent Court. Ladies should pack a dress or a nice blouse and skirt ensemble (no slacks or even dressy shorts permitted). Gentlemen should pack a pair of nice slacks—a jacket is a must (tie optional). No jeans on Thursday night!

The next person you will hear from is Margie Ranc, executive director of Dallas/Fort Worth Area Tourism Council, who will be calling soon to arrange your travel plans. She can be reached at 817/416-0527.

In the meantime, if you have any questions or concerns, please do not hesitate to contact me at 972/724-4910. My administrative assistant is Beatrice Garcia. I look forward to meeting you soon! Thanks!



GRAPEVINE MILLS

TRAVEL TIPS FOR THE DALLAS/FORT WORTH AREA TOURISM COUNCIL FOOD, WINE & SHOPPING PRESS FAM

WEATHER: Beats us! It changes too quickly...from one minute to the next...

October is generally warm in the Dallas/Fort Worth area. Highs could be somewhere between the low-'70s and upper '80s. Lows can dip into the low '50s or '60s. The temperature could be described as moderate (in other words, very confusing). It's State Fair weather!

APPAREL: Dress comfortably! And *please* bring comfortable shoes! This FAM requires quite a bit of walking and eating (expandable pants might be a good call...).

You're fine in jeans or khakis on *most* of the FAM (except Thursday night).

You are well advised to bring a light cardigan or windbreaker for those cool mornings and breezy nights.

Think layers! Pack an even amount of long- and short-sleeved T-shirts or shirts.

Don't forget to pack something a bit more dressy for Thursday evening! No slacks or even dressy shorts for women. Nice slacks and a jacket are a must for men (ties are optional). Absolutely no jeans Thursday evening! Dallas has arranged for everyone to change in a restroom at The Crescent prior to dinner—which means you'll need to pack an extra dress or suit bag since you'll need to carry your evening clothes with you on Thursday (there's no time to dash back to your host hotel for a shower or a quick change). Don't worry, your evening clothes can be left on the van during the day.

REST: Uh, get lots of it *prior* to the trip...The schedule is *go! go! go!*



MEMORANDUM

TO: JORDAN SIMON, ATLANTA TIMES & LIFESTYLES
FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING
DATE: SEPTEMBER 8, 1997
RE: OCTOBER FOOD, WINE & SHOPPING PRESS FAM

Please find enclosed the final itinerary for the Dallas/Fort Worth Area Tourism Council Food, Wine and Shopping pre-tour in McKinney, which you have asked to participate in.

In order to participate in the McKinney pre-tour, you'll need to arrive Wednesday, October 8 in the morning or around lunchtime. Your hostess that day is Julie Gladney of the McKinney Chamber of Commerce. Julie's planned lots of really delicious stops on her agenda.

Please take the time to review the itinerary. If you must decline participation in the tour, please contact me at your earliest convenience at 972/724-4910.



DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

WEDNESDAY, OCTOBER 8 / PRE-TOUR OF MCKINNEY

12:00 p.m.	Lunch at the Opera House or Pantry	1 hour
1:00 p.m.	Unique village shopping in historic McKinney's downtown square	2 hours
3:00 p.m.	Coffee break at the Backstage Coffee Company	1 hour 15 minutes
4:15 p.m.	Sample/snack at The Rhineland Haus	1 hour 45 minutes
6:00 p.m.	Depart for dinner at D'Armond's	15 minutes
6:15 p.m.	Dinner at D'Armonds	1 hour 45 minutes
8:00 p.m.	Depart for Las Colinas Hilton Garden Inn	



GRAPEVINE MILLS

DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997

SCHEDULE

WEDNESDAY, OCTOBER 8

Arrive in Dallas/Fort Worth! Check into the Las Colinas Hilton Garden Inn.

THURSDAY, OCTOBER 9 / DALLAS

8:00 a.m.	Depart for Dallas	45 minutes
8:45 a.m.	Breakfast at Cafe Brazil in Deep Ellum	1 hour
9:45 a.m.	Depart for Uptown shopping	15 minutes
10:00 a.m.	Tour of the Shops at the Quadrangle	1 hour
11:00 a.m.	Depart for Deep Ellum	15 minutes
11:15 a.m.	Tour of Mozzarella Company on Elm Street	45 minutes
12:00 noon	Depart for Tony's Wine Place on Oaklawn	15 minutes
12:15 p.m.	Lunch at Tony's Wine Place	1 hour and 45 minutes
2:00 p.m.	Depart for Eatzi's	10 minutes
2:10 p.m.	Tour of Eatzi's	40 minutes
2:40 p.m.	Depart for tour of Lower Greenville Worldwide Foods (Greek and Mediterranean foods), World Service (food and gifts from United Kingdom), Whole Foods Market	1 hour 10 minutes
3:30 p.m.	Tour of the West End MarketPlace	1 hour
4:30 p.m.	Depart for Shops & Galleries of the Crescent	1 hour

6:00 p.m. Dinner in the Club of Hotel Crescent Court 1 hour 45 minutes
A dress code is in effect for dinner at the Crescent!
Men: Jacket required, tie optional; no jeans
Ladies: No shorts, pants discouraged (we can change in the restroom at The Crescent before dinner since we won't be back to the hotel before dinner)

7:45 p.m. Depart for **The Mansion** on Turtle Creek for after-dinner drinks 1 hour

8:45 p.m. Depart for Las Colinas Hilton Garden Inn

FRIDAY, OCTOBER 10 / ARLINGTON AND IRVING

8:30 a.m. Depart Las Colinas Hilton Garden Inn for Arlington 30 minutes

9:00 a.m. Breakfast sampler and tour of **Marquez Bakery and Tortilla Factory** 1 hour and 30 minutes

10:30 a.m. Depart for Antique Sampler Mall 15 minutes

10:45 a.m. Shopping at **Antique Sampler Mall** 45 minutes

11:30 a.m. Lunch at **Antique Sampler Mall** 1 hour and 30 minutes

1:00 p.m. Depart for **The Ballpark at Arlington** 15 minutes

1:15 p.m. Tour of **Ballpark B-B-Que** 1 hour

Get a tour of the special pit built and used during Texas Rangers games and special events

2:15 p.m. Depart for **Humperdinks Bar & Grill** featuring **Big Horn Brewery** 15 minutes

2:30 p.m. Tour and sampling with **Big Horn Brewery** brewmaster 1 hour

3:30 p.m. Depart for Irving 30 minutes

4:00 p.m. Spa Treatment/"Light Alternative" at the **Four Seasons Resort & Club** 2 hours 45 minutes

6:45 p.m. Dinner and kitchen tour at **Cafe Cipriani** 2 hours

9:00 p.m. Dessert/Coffee Cruise along the **Mandalay Canal** 1 hour
Enjoy coffee and dessert in a mahogany venetian water taxi along Irving's own slice of Italy

10:00 p.m. Depart for Las Colinas Hilton Garden Inn

SATURDAY, OCTOBER 11 / FORT WORTH AND GRAPEVINE

8:30 a.m.	Depart for Fort Worth Zoo	30 minutes
9:00 a.m.	Breakfast at the Fort Worth Zoo's commissary <i>Meet nutritionist Ann Ward and hear how her staff keeps up the dietary needs of the zoo's 5,000 animals. Also help feed some of the animals and sample their favorite foods.</i>	2 hours 15 minutes
11:15 a.m.	Depart for Grape Escape	15 minutes
11:30 a.m.	Tasting at Grape Escape with special presentation by <i>Fort Worth Star-Telegram</i> writer and wine columnist Renie Steves (also a past president of the International Assoc. of Culinary Professionals)	1 hour
12:30 p.m.	Lunch at Reata Restaurant	1 hour 45 minutes
2:15 p.m.	Depart for Grapevine	30 minutes
2:45 p.m.	Tour and wine sampling at Delaney Winery and Vineyards	45 minutes
3:30 p.m.	Depart for downtown Grapevine	15 minutes
3:45 p.m.	Shopping along Grapevine's historic Main Street	45 minutes
4:30 p.m.	Tour of and wine sampling at La Buena Vida Vineyards	45 minutes
5:15 p.m.	Depart for Grapevine Mills mall	15 minutes
6:00 p.m.	Tour of Grapevine Mills mall	45 minutes
6:15 p.m.	Return to hotel for break	1 hour
7:45 p.m.	Depart for dinner	15 minutes
8:00 p.m.	Dinner at Dorris House Cafe	1 hour 45 minutes
9:45 p.m.	Depart for Las Colinas Hilton Garden Inn	15 minutes

SUNDAY, OCTOBER 12 / GRAND PRAIRIE

9:00 a.m. Depart Las Colinas Hilton Garden Inn for Grand Prairie 20 minutes

4

9:20 a.m.	Breakfast at The Brass Bean Coffee House	50 minutes
10:10 a.m.	Depart for Traders Village	10 minutes
10:20 a.m.	"Bargain Shopping" at Traders Village Market Place	1 hour 10 minutes
11:30 a.m.	Depart Traders Village and head for Airport!	



FAX

Date: 8/22/97

Number of pages: 2
(including cover sheet)

TO: Karen ConwayGelfand
Grapevine Mills

FROM: Robin Myles
Denton Convention &
Visitor Bureau

PHONE: 817-251-4000
FAX #: 817-251-4010

PHONE: 940/382-7895
FAX #: 940/382-0040

Karen,

here is a draft of our itinerary. Let me know what changes we need to make.

Sincerely,

Robin Myles

h:\vfax

**DFWATC FOOD/WINE/SHOPPING FAM TOUR
OCTOBER 9-13, 1997**

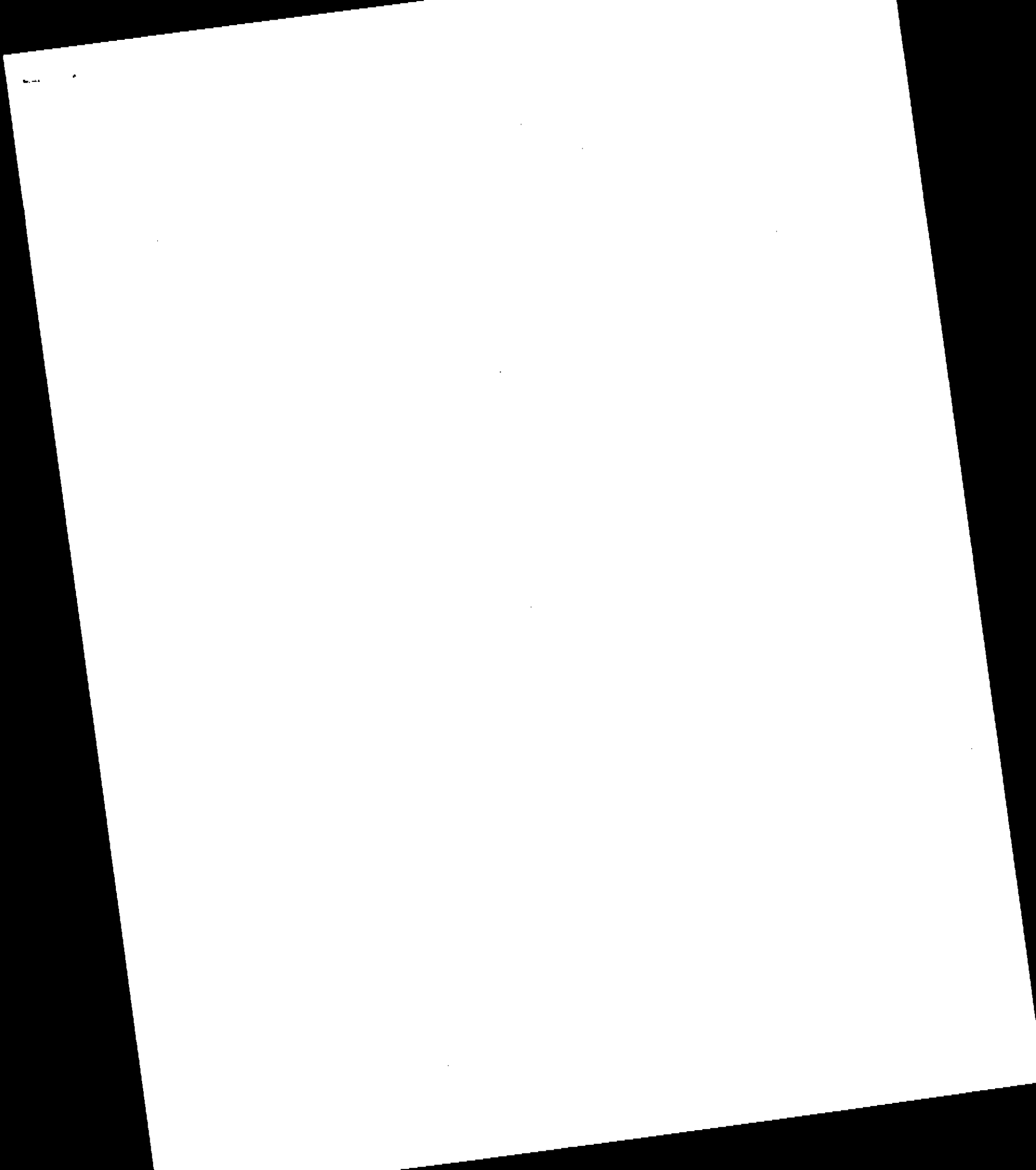
SUNDAY, OCTOBER 12

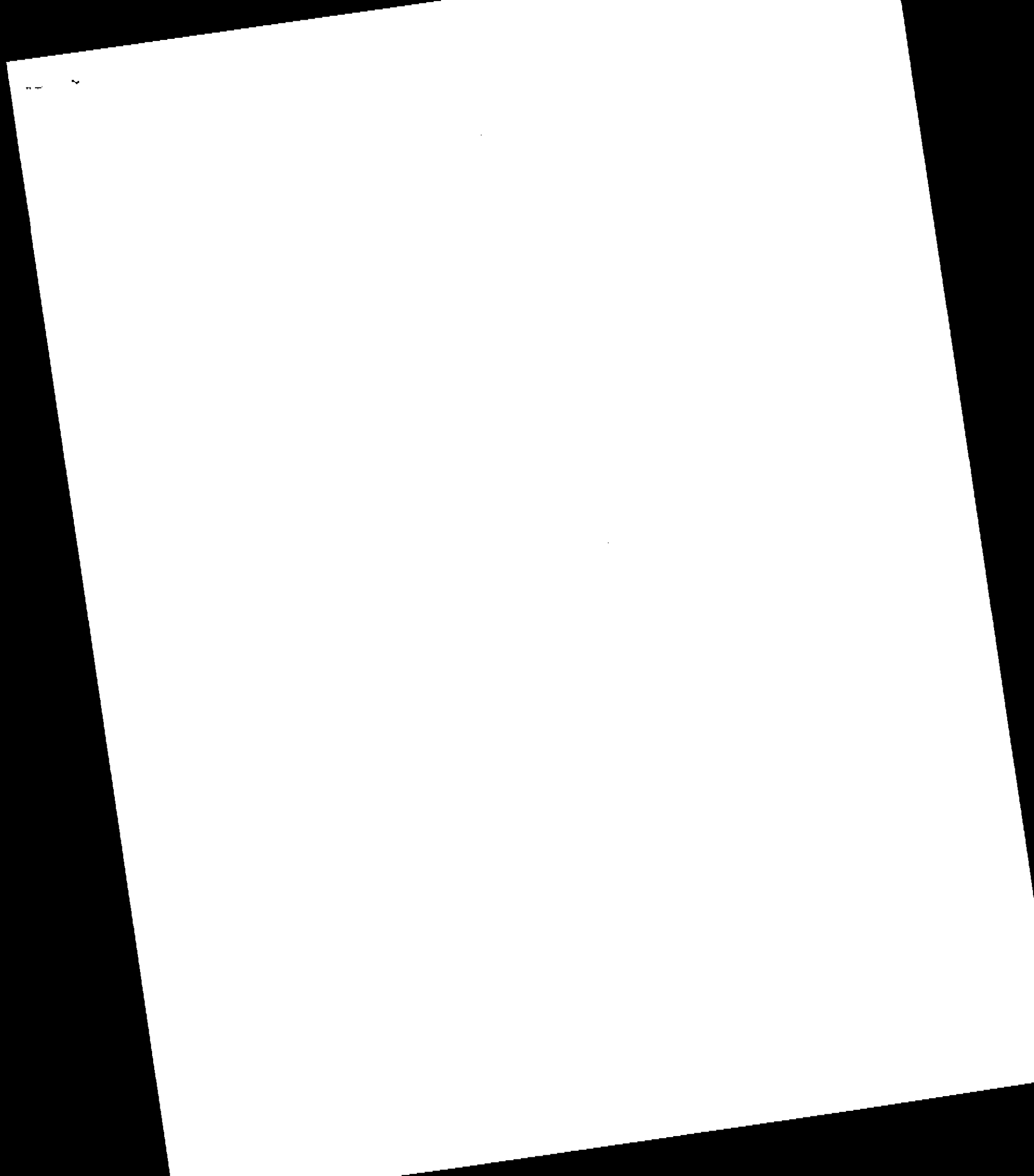
- 12:30** Arrive Denton
- 1:00** Lunch at Ranchman's Cafe
106 W. Bailey, Ponder, TX
479-2221
- 2:30** Depart Ranchman's
- 2:45** Arrive "Historic Downtown Denton" for shopping
Recycled Books and Records
Olufsen's
Carriage Hill Antiques
Memories So Special
Cupboard Cafe
- 4:30** Depart for Hidden Springs Winery
- 4:45** Arrive "Hidden Springs Winery" for wine tasting
- 5:45** Depart winery
- 6:00** Arrive "Clark's BBQ" for dinner
- 7:30** Depart for "Godfrey's Place Bed & Breakfast"
- 8:00** Arrive Godfrey's

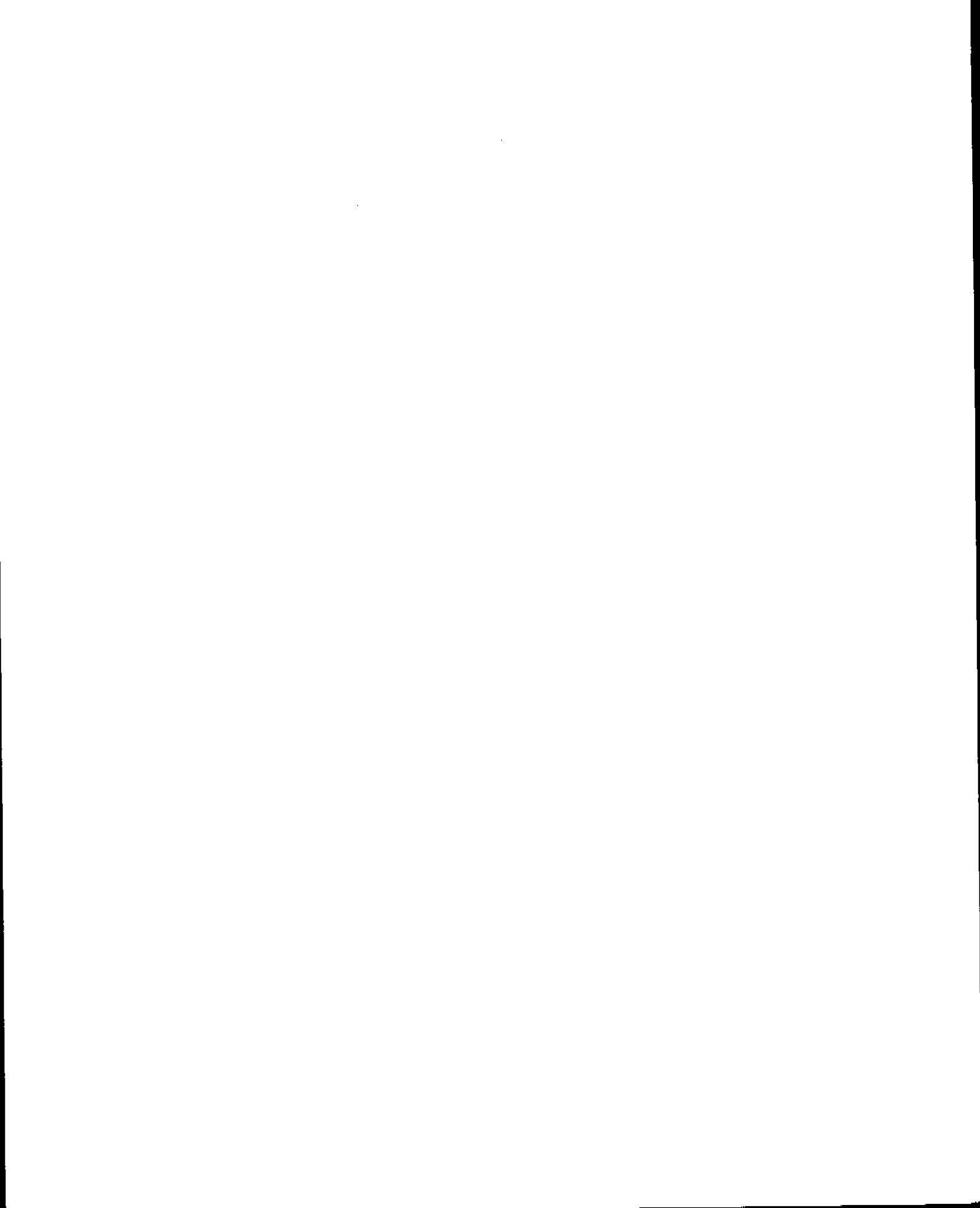
MONDAY, OCTOBER 13

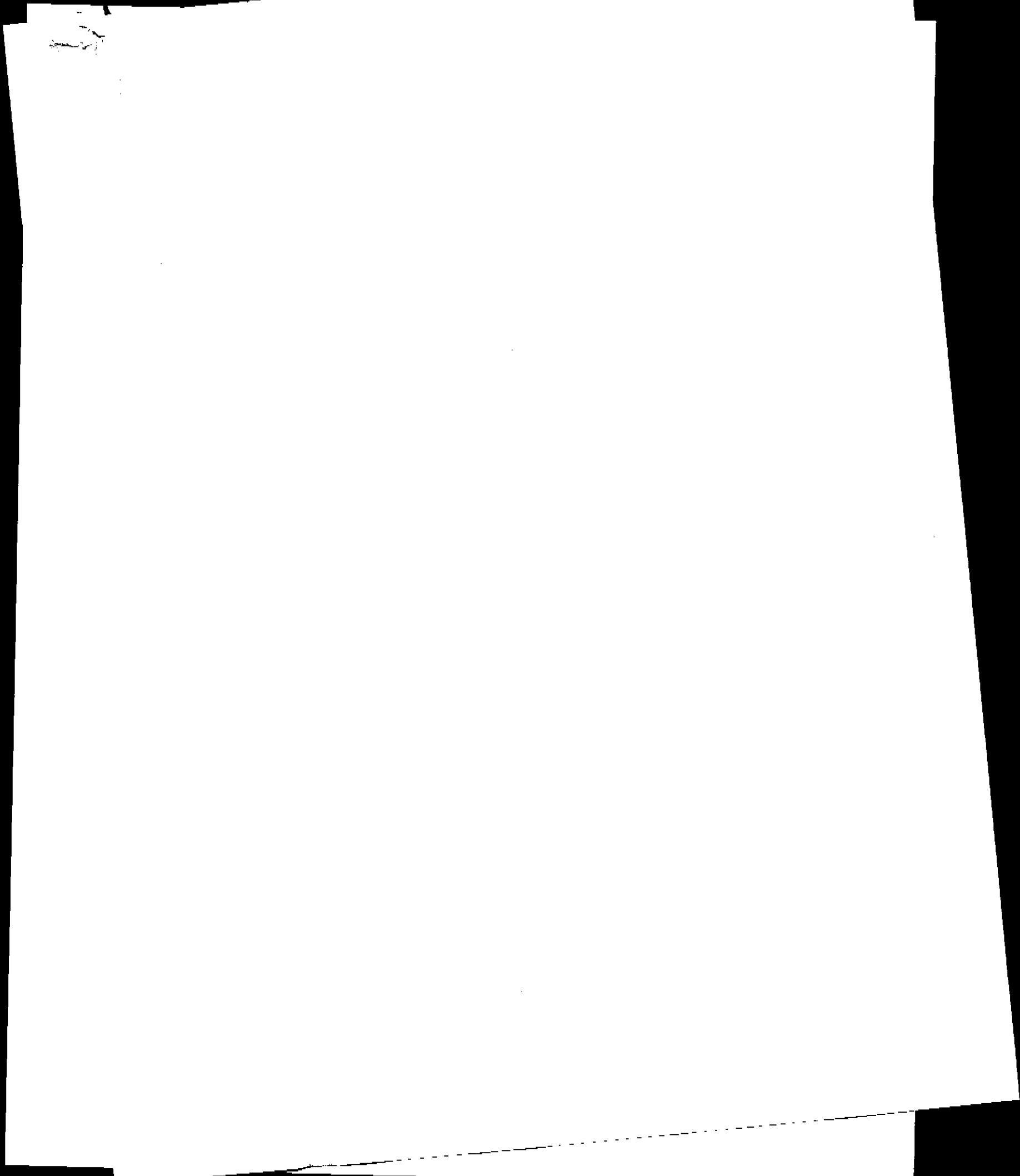
- 8:00 a.m.** Breakfast at "Godfrey's"
- 9:30** Depart for Airport

100











MEMORANDUM

TO: / MARGIE RANC, DFWATC 817/488-1048
/ JUDY RAMOS, ARLINGTON CVB 817/265-5640
/ CHERYL LEWIS/CONNIE KREDELL, DCVB 214/746-6688
/ JO ANN BALLENTINE, DENTON CVB 817/382-0040
GREG STALEY, FORT WORTH CVB 817/336-3282
KRISTINA THOMPSON, GRANE PRARIE CVB 972/642-4350
GEORGE KAKOS/MICHAEL WOODY, GV CVB 817/488-1048
MONA GANDY/DIANA PFAFF, IRVING CVB 972/257-3153
JULIE GLADNEY, MCKINNEY CHAMBER 972/548-0876

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING
(972) 724-4910 METRO / FAX (972) 724-4920 METRO

DATE: AUGUST 9, 1997

RE: FOOD, WINE AND SHOPPING TOUR

Hi everyone!!! Thanks so much for helping me out by working out the recent scheduling conflict. I never heard back from anyone after Mona's memo dated July 9th, so I decided to take a stab at the FAM tour timeline.

Please review the timeline carefully and feel free to make any changes necessary. You guys know what you want to showcase better than I do.

I plan to take this preliminary timeline to the Tuesday, August 12 Media Committee meeting. If you can work miracles by sending me revisions prior to Tuesday, then be my guest. Otherwise, I look forward to receiving them the week of August 18th. By the way, as of August 11, I will have a personal assistant and her name is Beatrice (Bea) Garcia. Although she doesn't know this yet, I will be enlisting her help to hound you mercilessly.

As per my last update, my first round of letters requested a July 25 response deadline. I then received a list of food/wine writers from Grapevine and sent out a second round of letters with an August 8 deadline.

To date, I have received 10 acceptances (11 writers/photographers total). Please see the attached list of responsees. I am waiting for clippings from four of the writers. Any comments? By the way, I received several somewhat testy calls and faxes from writers who had to decline because this FAM occurs during a religious Jewish holiday...

Oh, yes, I received a call from Holly Sheppard of Woman's Day Magazine on Thursday. She's really interested in attending, but honestly admitted that the mag doesn't do travel stories. They are mostly interested in food trends and regional foods to report back to readers. I told her I'd consult with you guys first to determine an answer. Feedback, please!

Here are some questions/comments that I have for each/some of you:

DALLAS

Jennie Pennington, now at Crescent Court Hotel, has offered to serve dinner. Would you prefer this over Morton's?

Also, I didn't know how early you wanted to start the tour...plus there're no breaks.

You'll need to check on whether Chef George Brown of 1717 is definitely available...

ARLINGTON

Didn't know if you preferred showcasing western wear over a tour of a salsa factory...

DENTON

Help!!!! I really think you should keep Clark's on the agenda. One of the writers is definitely interested in it.

FORT WORTH

Didn't know if Pendery's ever came through. What about lunch?

GRAPEVINE

Carmen says that, per P.W., the host hotel will be in Grapevine. Any ideas as to which? I also took the liberty of really throwing together an agenda---HELP!!!!

GRAND PRARIE

Can you do breakfast at Traders Village? Have we given you way too much time to fill?

IRVING

Didn't know if Via Real was your prefernece over Cafe Cipriani...can you also fill in some time?

MCKINNEY

Help!!!!

Okay, once I hear back from you and can firm up the agenda, I plan to contact all of the writers back. I'd also like to host a meeting for our little group in my new offices... Yes! I now have a real and permanent office. I'll even give you the 10¢ tour.

We then need to work on transportation and escorts.

c: Carmen Tidwell, 972/234-4465
John Mayner, 972/780-0893

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING FAMILIARIZATION TOUR
OCTOBER 9 - 12, 1997**

**SCHEDULE
(As of August 9, 1997)**

WEDNESDAY, OCTOBER / PRE-TOUR OF MCKINNEY

8:30 a.m.	Breakfast at bed and breakfast	1 hour
???		
12:00 p.m.	Lunch at ????	
1:45 p.m.	Depart for downtown McKinney	1 hour 45 minutes
2:00 p.m.	Shopping in McKinney's downtown historic square	15 minutes
???		
7:30 p.m.	Dinner at ????	1 hour 45 minutes
9:15 p.m.	Depart for Grapevine	45 minutes?

THURSDAY, OCTOBER 9 / DALLAS

7:30 a.m.	Depart for Dallas	30 minutes
8:00 a.m.	Breakfast at Cafe Brazil in Deep Ellum	1 hour
9:00 a.m.	Tour of Mozzarella Company on Elm Street	1.5 hours
10:30 a.m.	Depart for Uptown shopping	15 minutes
10:45 a.m.	Tour of The Shops at the Quadrangle <i>Ken Knight, The Atelier, Legacy Trading Co., etc.</i>	1 hour 15 minutes
12:00 p.m.	Depart for Tony's Wine Place on Oaklawn	15 minutes
12:15 p.m.	Lunch at Tony's Wine Place on Oaklawn	1 hour 45 minutes
2:00 p.m.	Depart for Eatzi's	10 minutes

2:10 p.m.	Tour of Eatzi's	30 minutes
2:40 p.m.	Depart for tour of Lower Greenville <i>Fiesta Food Market, Worldwide Foods (Greek and Mediterranean foods), World Service (food and gifts from United Kingdom), Whole Foods Market</i>	1 hour 40 minutes
4:30 p.m.	Depart for 1717 in Dallas Museum of Art (Dallas Arts District - Downtown Dallas)	20 minutes
4:50 p.m.	Meet and greet Executive Chef George Brown <i>Enjoy coffee or refreshments and dessert</i>	1 hour 10 minutes
6:00 p.m.	Depart for West End MarketPlace	10 minutes
6:10 p.m.	Tour the West End MarketPlace	40 minutes
6:50 p.m.	Depart for Galleria shopping center (North Dallas)	30 minutes
7:20 p.m.	Enjoy the more than 200 fine shops of Galleria	1 hour 25 minutes
8:45 p.m.	Depart for Morton's of Chicago	10 minutes
8:55 p.m.	Dinner at Morton's of Chicago	1 hour 35 minutes
10:45 p.m.	Depart for Grapevine hotel	20 minutes

FRIDAY, OCTOBER 10 / ARLINGTON AND IRVING

8:30 a.m.	Depart Grapevine hotel (TBD) for Arlington	30 minutes
9:00 a.m.	Breakfast sampler and tour of Marquez Bakery and Tortilla Factory	1.5 hours
10:30 a.m.	Depart for Vietnam Plaza (name?)	15 minutes
10:45 a.m.	Wok Tour with Carol Richie <i>Tour Hong Kong Market Place and other Asian grocery stores and noodle shops and enjoy dim sum at Arc En Ciel</i>	2 hours 15 minutes
1:00 p.m.	Depart for The Ballpark at Arlington	15 minutes
1:15 p.m.	Tour Ballpark B-B-Que	1 hour

Get a tour of the special pit built and used during Texas Rangers games and special events

2:15 p.m.	Depart for tour of local salsa factory	15 minutes
3:00 p.m.	Tour of local salsa factory	30 minutes
3:30 p.m.	Depart for Irving	30 minutes
4:00 p.m.	Meet pastry chef Randy Gehman of the Four Seasons Resort and Club in Las Colinas???? <i>Enjoy coffee and delicious pastry prepared by the chef; tour the Resort and spa</i>	1 hour 30 minutes
5:30 p.m.	????	
7:15 p.m.	Depart for Cafe Cipriani	15 minutes
7:30 p.m.	Dinner and kitchen tour at Cafe Cipriani	1 hour 30 minutes
9:00 p.m.	Dessert/coffee cruise along the Mandalay Canal	1 hour
10:00 p.m.	Depart for Grapevine hotel (TBD)	

SATURDAY, OCTOBER 11 / FORT WORTH AND GRAPEVINE

8:30 a.m.	Depart for Fort Worth Zoo	30 minutes
9:00 a.m.	Breakfast at the Fort Worth Zoo's commissary <i>Meet nutritionist Ann Ward and hear how her staff keeps up the dietary needs of the zoo's 5,000 animals. Also help feed some of the animals and sample their favorite foods.</i>	2 hours 15 minutes
11:15 a.m.	Depart for Pendery's World of Spices and Chiles	30 minutes
11:45 a.m.	Tour of Pendery's World of Spices and Chiles	1 hour
12:45 p.m.	Depart for lunch at ???? (downtown?)	30 minutes
???	Lunch at ????	
2:15 p.m.	Depart for Grapevine	30 minutes
2:45 p.m.	Tour of Grapevine Mills	45 minutes

3:30 p.m.	Depart for downtown Grapevine	15 minutes
3:45 p.m.	Tour of La Buena Vida Vineyards and Delaney Vineyards	2 hours 45 minutes
6:30 p.m.	Depart for Grapevine hotel	15 minutes
6:45 p.m.	BREAK!!!!	1 hour
7:45 p.m.	Depart for dinner at ????	15 minutes
8:00 p.m.	Dinner at ???	1 hour 45 minutes
9:45 p.m.	Depart for Grapevine hotel	15 minutes

SUNDAY, OCTOBER 12 / GRAND PRAIRIE AND POST-TOUR IN DENTON

9:00 a.m.	Depart for Grand Prairie	30 minutes
9:30 a.m.	Breakfast and shopping at Traders Village Flea Market???	3.5 hours???
1:00 p.m.	Depart for airport or Denton for post-tour	
???	Tour of Hidden Springs Winery in Pilot Point	
???	???	
???	Dinner Clark's BBQ in Tioga	

Robin - let's discuss!

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
FOOD, WINE AND SHOPPING MEDIA FAM
OCTOBER 9-12, 1997**

ATTENDEES (AS OF 8-9-97)

With Press Clippings:

Randy Mink
Managing Editor
TravelAmerica Magazine
990 Grove St.
Evanston, IL 60201
847 / 491-6440

Not interested in pre- or post-tour

*Comments: also writes for Copley News Service and various Sunday newspaper travel sections--
-visited DFW in 1984)*

Sharon Dowell
Editor
The Daily Oklahoman
9000 N. Broadway
Oklahoma City, OK 73114
405/475-3304

Interested in food portion of McKinney pre- and Food
Denton post-tours

*Comments: Oh boy...needs to have a substantial breakfast EVERY morning and cannot walk
long distances without occasional sit-down breaks...also wants to interview the owners of Cafe
Society, sample La Velntna de Mexico in Addison and tour Eatzi's*

Larry Hodge
Freelance Writer
P.O. Box 1280
Mason, TX 76856
915/347-5794

No word on pre- or post-tour

*Comments: Plans to drive---has produced quite a bit on DFW area...plans to send queries from
trip to San Antonio Express-News and Texas Highways magazine)*

Jordan Simon
Wine Editor
Atlanta Homes & Lifestyles
404 E. 75th Street, #2D
New York City, NY 10021
212/794-1020

Interested in McKinney pre-tour

Comments: would LOVE to see the Texas Rangers play...also interested in vineyards and The Mansion on Turtle Creek

Jean Teller
Assistant Editor

GRIT

1503 S.W. 42nd Street
Topeka, KS 66609-1265
913/274-4300

Might be able to catch McKinney pre-tour due to
Wednesday afternoon arrival

Comments: Never been on a press tour...covers food and features

T.L. Wyatt

The Villager Newspaper

1223A Rosewood Ave.

Austin, TX 78702

512/476-0082

Not interested in pre- or post-tours

Comments: Wants to visit Sambucca in Deep Ellum during the trip

Waiting on Press Clippings:

Sheila F. Buckmaster

Food Writer/Editor

National Geographic Traveler

1145 17th Street NW

Washington D.C., 20036

202/828-5489

Might be interested in pre-tour

Comments: Wants to remain in Texas for several days on her own after the FAM...I believe she must also pay for her own transportation...

Carl Martens

Writer/Producer

People's Guide To Travel

27543 Twin Peak

San Antonio, TX 78261-9302

830/980-9538

Interested in pre- and post-tours

Comments: Sent in a video on his TV show on Time Warner. no actual clippings...has he produced since he was last here? Wants to submit queries about this FAM to his TV show and San Antonio Express-News

Gerry and George Watkins

Interested in McKinney pre-tour

Publishers

Travel Destinations (WWW)

1108 Meadowview Dr.

Euless, TX 76039

817/571-6481

*Comments: They plan to drive...have they ever produced or been a problem?***Tom Wilmer**

Interested in Denton post-tour

Reporter

KCBX Radio (Audio Travel Show)

200 Punta del Monte

Carmel Valley, CA 93924

805/995-2720

Comments: Wants to stay 2 extra days after post-tour to visit parents in Salado

DFWATC FOOD/WINE/SHOPPING FAM TOUR
OCTOBER 9-13, 1997

SUNDAY, OCTOBER 12

Arrive Denton Sunday afternoon

Exposition Mills Denton Factory Stores

Hidden Springs Winery (Pilot Point) for wine tasting Lela Banks
940-686-2782

Clark's BBQ (Tioga) for dinner Nancy
940-437-2414
Sunday's 11-8:30 p.m.
need to make reservations

MONDAY, OCTOBER 13

Breakfast - Godfrey's Bed & Breakfast (Heart Healthy Cuisine) Marjorie Waters
381-1118

Historic Downtown Denton -
Cupboard Cafe
Ruby's Diner
Olufsen's
Rama's Courtyard Cafe and shops

Lunch - Ranchman's Steakhouse (Ponder) 940-479-2221

s:\cvb\octtour



FAX

Date: 5/27/97
Number of pages: 1
(including cover sheet)

TO: Karen Conway-Gelfand FROM: Robin Myles
Grapevine Mills Denton Convention &
Visitor Bureau

PHONE: 817-251-4000 PHONE: 817/382-7895
FAX #: 817-251-4010 FAX #: 817/382-0040

Karen,

here are a few ideas for Denton for the DFWATC Food, Wine and Shopping
Tour/Media FAM.

See [Clark's BBQ in Tioga
Hidden Springs Winery in Pilot Point
Godfrey's Bed & Breakfast (Heart Healthy cuisine)
Cupboard Cafe (health food store and cafe)
Ranchman's Steakhouse in Ponder
Prairie House Restaurant & Dinner Theatre
Morrison Milling Co.

Sincerely,

Robin Myles

h:\rfax

FAX

Date: 6/27/97

Number of pages: 1
(including cover sheet)

TO: Karen Conway-Gelfand
Grapevine Mills

FROM: Robin Myles
Denton Convention &
Visitor Bureau

PHONE: 817-251-4000
FAX #: 817-251-4010

PHONE: 817/382-7895
FAX #: 817/382-0040

Karen,

here are a few ideas for Denton for the DFWATC Food, Wine and Shopping
Tour/Media FAM.

Clark's BBQ in Tioga
Hidden Springs Winery in Pilot Point
Godfrey's Bed & Breakfast (Heart Healthy cuisine)
Cupboard Cafe (health food store and cafe)
Ranchman's Steakhouse in Ponder
Prairie House Restaurant & Dinner Theatre
Morrison Milling Co.

Sincerely,

Robin Myles

h:\rfax



**GRAPEVINE
MILLS**

MEMORANDUM

TO: JUDY RAMOS, ACVB 817/265-5640
CHERYL LEWIS/CONNIE KREDELL, DCVB 214/746-6688
JO ANN BALLENTINE, DENTON CVB 817/382-0040
GREG STALEY, FWCVB 817/336-3282
KRISTINA THOMPSON, GPCVB 972/642-4350
MONA GANDY/DIANA PFAFF, ICVB 972/257-3153
PR DIRECTOR, GRAPEVINE CVB 817/488-1048
JEFF SALMON, PCVB 972/424-0002

FROM: KAREN CONWAY-GELFAND, DIRECTOR OF MARKETING

DATE: MAY 17, 1997

RE: DFWATC FOOD, WINE & SHOPPING TOUR/MEDIA FAM

Hi! Now that I am FINALLY turning my attention to the DFWATC's Food, Wine and Shopping Tour/Media FAM, scheduled for Thursday, Oct. 9 - Sunday, Oct. 12, 1997, I desperately need your assistance.

As we have discussed in recent committee meetings, we want to avoid turning this FAM into a gastronomic food fest---no pun intended, but we want to offer these food writers more "meat" than just restaurant reviews. When we did this FAM two years ago, 99 percent of the writers ate their way through DFW with nary a thought afterwards. As a result, I challenge each and every one of you to put together itineraries that might be create good/interesting subject matter.

For example, on the Dallas itinerary, I have suggested a stop at The Mozzarella Co., which is nationally known for its production of fine cheeses, which are sold via the company's headquarters in Deep Ellum and grocery stores in the D/FW area. Plus, numerous chefs all over the country order their cheeses directly from company. The food writers might be interested in watching how the cheeses are made as well as get the opportunity to meet ex-Fort Worth debutante Paula Lambert. This could be followed by a meet 'n greet with Dean Fearing of The Mansion and/or Stephen Pyles of Star Canyon.

DFWATC FOOD, WINE & SHOPPING FAM

Page 2

Fort Worth also has some great places the writers might be interested in. For instance, there's an international mail-order spice emporium called Pendery's located in downtown Fort Worth. The spices are very well known among culinarians (there used to be several Pendery's shops in Dallas). It'd be neat to take a tour and learn how the spices are dried, etc. The Fort Worth Zoo might also provide an interesting story idea for the writers. Afterall, the zoo's kitchen churns out exotic meals for its inhabitants every day...

Other story ideas/subjects to consider:

- herb farms
- hot sauce manufacturers
- unique/hot/new retail stores or areas (ie. The Quadrangle, Lovers Lane, Knox-Henderson, etc.)
- unusual antique stores/furniture manufacturers
- Clark's - • popular BBQ joints where the writers can learn how meats are smoked, etc.
- tortilla factories
- H. Spgs. - • area vineyards/wineries
- hot area chefs to visit/interview
- exotic game
- Eatzi's

Bon Appetit

Anyway, I think you get the general idea... If you're having a difficult time trying to come up with something new/unusual/interesting, I have kept all of my *Bon Apetits*, *Gourmets*, *Food & Wines* for the past several years...they're great for story ideas.

If at all possible, please fax your general itineraries to me at 817/251-4010 by Friday, May 30, 1997!

Thanks!

Godfrey's - heart healthy cuisine

Morrisson's ?

Bread of Heaven?

Cupboard Cafe

Ranchman's

Prairie House



PHOTOGRAPH BY ADRIAN MANTON

Dooney & Bourke

DOONEY & BOURKE

The All-Weather Leather® Collection is available at 759 Madison Ave. 212-439-1657, and at Trump Tower, 725 Fifth Ave., New York, 212-409-0520. For a catalog, call 800-546-0392.

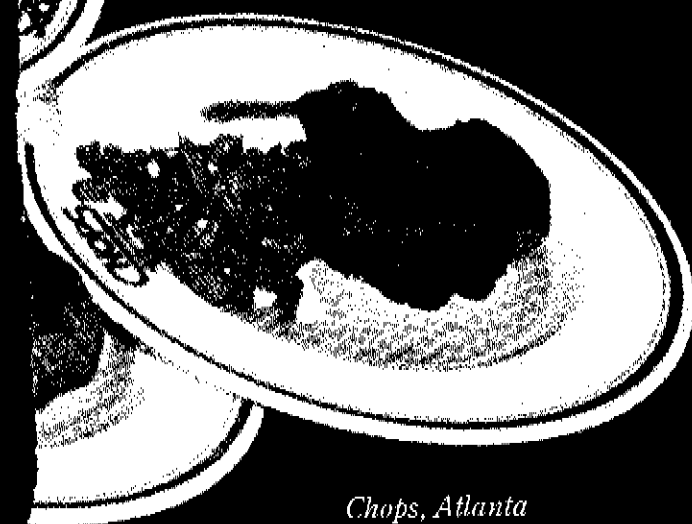
TRAVEL
IN THE SOUTH

Where the STEAKS Are HIGH

BY DANA ADKINS CAMPBELL

Sure, you can head to a well-known steak house chain and know what to expect. But where's your sense of adventure? We trekked across the South in search of one-of-a-kind beef eateries, stopping at popular meccas *and* hardly-heard-of joints.

We found something to fit every mood, from T-shirts to tuxes (cowboy boots acceptable at all). Let us steer you in the right direction, whether you want a steak house billed "hole in the wall," "middle of the road," or "night on the town." *(To page 12)*



Chops, Atlanta

HOLE IN THE WALL

We use the term fondly. It's like eating barbecue: If a 'cue restaurant is too clean, I don't trust it. Or a Mom-and-Pop diner—often the greasier, the better. Same with steak houses for lots of folks.

My favorite find isn't near *anything*. But if you're ever in Dallas, it's worth it to wander to Ponder to **The Ranchman's Cafe**. "In Dallas you have to dress up to go to the 7-11. People like to come out here to let their hair down," says Ranchman's owner, Dave Ross.

Step through the creaking screen door that bangs shut, jingling the cowbell nailed to it, and get ready for a big slab o' beef . . . and a Texas two-step back in time. "The place hasn't changed much in 50 years," says

Dave. "I can't spiff it up. People want something that *won't* change in a world that changes so much so fast."

Evelyn Stack's been baking pies here for 24 years, and Cecil Wortman has opened up and made the morning's first pot of coffee for even longer. Former owner Grace "Pete" Jackson (who started all this in 1948) still comes in a couple of times a week for dinner, presiding over the restaurant and a T-bone from her favorite chair in the dining room. (This lively 90-year-old may cast unscientific doubt on the red meat-cholesterol link.)

I knew I was on the right track about this place when my airplane seatmate, John Crew, spied my file folder marked "Ranchman's—Ponder," and struck up a conversation. A

enough, "Fiddler on the Hoop" (a guy in a cow shirt wielding a mean fiddle) sets toes to tapping on weekends. When he's not around, you can make do nicely with Marly Robbins crooning "El Paso" from the jukebox.

Ranchman's Cafe, Ponder, TX. Open 8 a.m.-10 p.m. daily except Christmas and New Year's. Call (817) 479-2221 for reservations and directions. (It's about 50 miles northwest of Dallas.) Steaks from \$8.95 for 8 ounces to \$19.95 for 24 ounces.

If you're ever in the middle of nowhere in Mississippi instead of Texas, you can still get a taste of the Lone Star State with steak and tamales at **Doc's Eat Place** in Greenville. This joint isn't for the fainthearted, but that hasn't stopped the throngs of locals and tourists from making the pilgrimage here for 53 years.

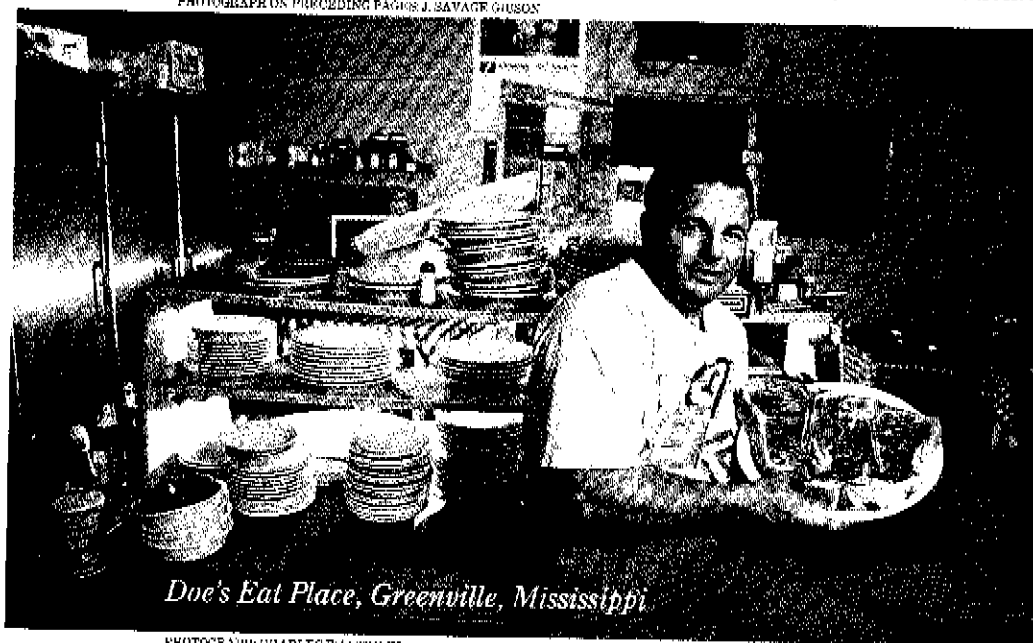
Unlike many restaurants where the kitchen is discreetly tucked in the back, you enter *Doc's through* the kitchen. There's no standing on ceremony here. If you have to wait for one of the checked, vinyl-clothed tables, you help yourself to beer on the honor system, then report to your waiter. *Doc's* doesn't serve wine or liquor, but you're welcome to bring your own.

Greenville native Greg Marshall sings *Doc's* praises to anyone who'll listen. "If you go anywhere *near* the Delta, don't miss *Doc's*. I've eaten there a hundred times," he says. There's no printed menu, but Greg can tell you what to ask for. Steak is a given, but also try the hot tamales with chili, broiled or fried shrimp, or spaghetti and Italian salad.

Doc's Eat Place, 502 Nelson, Greenville, MS. Open 5:30 p.m.-until Monday-Saturday. Call (601) 334-3315 for reservations. Steaks from \$21 for 24 ounces to \$45 for 4 pounds.

MIDDLE OF THE ROAD

Sometimes you're after more than your basic steak and potatoes but still want a casual, comfortable evening. Try **Magnolia Steak: A Cut Above**, in Norfolk. Chef Tracey Holmes and husband David couldn't decide whether to open a Texas-style steak house, a Southern diner, or a Southwestern cafe. So it's a little of each. If you're going to dinner with a diverse group, you'll find



Doc's Eat Place, Greenville, Mississippi

PHOTOGRAPH BY CHARLES WALTON IV



Magnolia Steak, Norfolk

PHOTOGRAPH BY TONY EVANS

Dallas businessman, he's a Ranchman's regular. "It's the last place you want to go before you go to heaven," John explained. "Now, you have to call ahead to order a baked potato, and be sure to have a slice of every kind of pie."

I didn't order ahead, so I had fries instead with my sirloin. But I left room to take a bite of several pies—all with meringue tall enough to swim in. (Caramel was my favorite.) When a few guys came in carrying ice chests, I learned it's BYOB here, so I stuck to soft drinks and iced tea in quart-size glasses (the only size that's offered).

As if all this isn't entertaining



*The Ranchman's Cafe,
Ponder, Texas*

there's something here for everyone.

Start with a colorful Texas Caesar salad—a must for garlic lovers—or Southern Pu Pu for Two, a down-home twist on the classic Hawaiian appetizer. The most popular steak? The Rib Eye Magnolia marinated in molasses, balsamic vinegar, garlic, and pepper. (It's a little on the sweet side.) I personally abhor covering a good cut of beef with steak sauce, but Tracey's made-from-scratch version is great: ancho chiles, fresh lime juice, and lots of other goodies.

Not in the mood for steak? Try Chicken and Tasso Ham Pasta or Magnolia Chili loaded with black beans and chunks of steak. Don't forget to ask about the daily specials—Tracey's creative whims can be wonderful. And you're sure to find a nice match for whatever you choose on the extensive by-the-glass wine list.

You can relax over dinner in the Southwestern-themed (except for the old Catholic confessional booth plopped down in the center of the room) dining room or enjoy sidewalk dining, weather permitting. Or maybe you'd like to shoot a little pool or just sit at the bar and watch TV. As I said, there's a little something for everyone here.

Magnolia Steak: A Cut Above, 749 West Princess Anne Road, Norfolk, VA. Open 11:30 a.m.-11 p.m. Monday-



Friday, 4-11 p.m. Saturday, and 11 a.m.-10 p.m. Sunday. Call (804) 625-0400 for reservations. Steaks priced from \$9.95 for 8 ounces to \$18.95 for 22 ounces.

NIGHT ON THE TOWN

Want a glitzy night out, but still crave meat and potatoes? **Chops** in Atlanta gives you both. This high-power, high-price steak house in bustling Buckhead caters to the business elite by day, the see-and-be seen scene by night. A Who's Who wall of

celebrity snapshots boasts the famous folks who've been to Chops.

This is one fancy restaurant that doesn't pride itself on dainty portions and artsy presentations. The smallest steak is an 8-ounce filet, but big beef is big business here. The porterhouse for two weighs in at a whopping 3 pounds. (And yes, some have wrestled this cut alone.)

There's no Texas toast on the side here. Instead you enjoy two or three hearty, fresh-baked breads while you peruse the wine list. Seafood dominates the appetizer menu, with "jumbo" shrimp so large that you might consider using the steak knife before the beef arrives. Same goes for the mouth-watering, mammoth onion rings the size of tires.

I relished the New York strip (better than the file!) and mashed potatoes topped with pesto. But as in Ponder, I saved room for dessert because Chops offers good bakery items and ice cream as well. Opting for the best of both worlds, I struck a compromise with Frozen Chocolate Peanut Brittle Pie. I wasn't sorry.

Chops, 70 West Paces Ferry at Peachtree Street, Atlanta, GA. Open 11:30 a.m.-2:30 p.m. and 5:30-11 p.m. Monday-Thursday, 11:30 a.m.-2:30 p.m. and 5:30 p.m.-midnight Friday, 5:30 p.m.-midnight Saturday, and 5:30-10 p.m. Sunday. Call (404) 262-2675 for reservations. Steaks from \$19.50 for 8 ounces to \$31.50 for 24 ounces. ♦

WHERE'S THE BEEF?

We know from our travels that these four spots are a mere sampling of the South's great steak houses. Although we can't cover them all in one story, here's a short list of some other staff favorites. We'd also love to hear about *your* prime places for beef. Send your votes to "Where's the Beef?" Editor, *Southern Living*, P.O. Box 523, Birmingham, AL 35201.

- **Angelo's Steak Pit**, 9527 West U.S. 98, Panama City, FL; (904) 234-2913
- **Dale's**, 1001 Mitchell Boulevard, Florence, AL; (205) 766-4961
- **Cattlemen's Steakhouse**, 1309 South Agnew, Oklahoma City, OK; (405) 236-0416
- **The Prime Rib**, 1101 North Calvert Street, Baltimore, MD; (410) 539-1804
- **The Stock-Yard**, 901 Second Avenue, Nashville, TN; (615) 255-6464
- **Angus Barn**, 9401 Glenwood Avenue, Raleigh, NC; (919) 787-3505
- **The Butcher Shop**, 101 South Front, Memphis, TN; (901) 521-0856



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