

**5TH ANNUAL COFFEE & TEA FESTIVAL: NYC HITS 7 W NEW YORK®
February 20-21, 2010**

Over 3000 Attendees Expected at Popular Event

(New York, NY – January 27, 2010) – 7 W New York® is pleased to announce that their trade show lineup for 2010 just got a highly caffeinated boost. The prestigious Coffee & Tea Festival NYC has made the move to 7 W for their fifth annual New York event which will run on the building's 11th floor from February 20-21, 2010. Open to the trade and public, the Coffee & Tea Festival, which has been featured on the Food Network's hit show *Unwrapped*, attracts close to 3,000 coffee and tea aficionados. An all-day pass for twenty dollars per person covers entry to "stimulating" exhibits, demos, classes, and lectures presented by world-renowned coffee and tea pioneers and experts.

According to Event Producer Lynda Calimano, "There really is no other show quite like this. Boasting an impressive international lineup of coffee and tea company exhibitors and great programming, along with 7 W's amenities and central location, this celebration of coffee and tea has all the components of a great success."

Chocolates and sweet treats will offer a delicious compliment to the impressive and varied collection of fine coffees and teas; and goodie bags will be given each day to the first 1,000 attendees. Prominent media sponsors include the *NY Post*, *Imbibe*, *FreshCup* magazine, *Tea House Times*, *Coffee & Tea Newsletter*.

In addition, the event will help raise awareness and funds for CUP FOR EDUCATION, whose mission is to help poor rural coffee communities of Central and Latin America build schools and assist in providing them with the basic tools needed to educate the future generations of coffee farmers.

Schedule of Events:

Saturday, February 20, 2010

11 am: *From Garden to Cup: Tea 10: Presented by Yoon Hee Kim, Korean Tea Culture Foundation - Sponsored by TeaClassics*

Tea specialist Yoon Hee Kim will use photographs she has taken over the years to whisk attendees away to the world's greatest tea regions, discussing different types of tea, their origins and how they are processed. Along the way, existing tea controversies and myths will be unearthed and various styles of steeping a perfect cup of tea will be revealed. Highly recommended for all tea enthusiasts!

12 am: *The Art of Cupping & Tasting: Presented by Marcela Zuchovicki, Jalima Coffee - Sponsored by Gillies Coffee*

Marcela Zuchovicki, owner of Jalima Coffee will lead an interactive discussion on the art of coffee cupping and tasting. Similar to wine tasting, cupping allows the participant to evaluate and compare different coffees and their characteristics. Rarely seen by the public, cupping is the technique used to evaluate the flavor profile of a coffee. The coffee will be evaluated on five major characteristics: flavor, acidity, aftertaste, fragrance and body.

1 pm: *Chocolate Tasting: Hosted by Dina Cheney, author of "Tasting Club"*

In this fun event, Dina Cheney, author of *Tasting Club* (DK Publishing), will explain the joys of "deep-tasting," which she defines as "slowing down and savoring food and drink in a structured fashion, to get in touch with your palate." The learning vehicle in this case: dark chocolate. While "deep-tasting" chocolate, participants will discover how at-home tastings might just be the next great trend in entertaining. Dina will be available to sign copies of her book, *Tasting Club: the Guide to Organizing at-Home Tastings*, after the demonstration.

2 pm: *Elegant Entertaining with Afternoon Tea: Presented by Ellen Easton*©

Few things are more relaxing and classic than Afternoon Tea. Etiquette authority Ellen Easton, author of *Afternoon Tea...Tips, Terms and Traditions* (Red Wagon Press) and a consultant to leading hotels and tearooms, including The Plaza and Lady Mendl's Tea Salon will be on hand to explain tea table equipage, placement and serving styles. Attendees will come away with the ability to create their own proper tea party.

3 pm: *Think Outside the Cup: Creating Coffee and Tea-Infused Desserts: Presented by Celebrity Chef Melody McGinley Whitelaw*

Chef Melody will lead an entertaining discussion about how to use coffee and tea to prepare scrumptious desserts. Chef Melody will offer information on how to integrate coffee and tea into popular recipes as well as showcase some of her personal favorites—including her famous "Brownie Melody's" which she will sample to the audience.

Sunday, February 21, 2010

12 pm: *Korean Tea Ceremony*

1 pm: *The Art of Cupping & Tasting: Presented by Marcela Zuchovicki, Jalima Coffee-Sponsored by Gillies Coffee*

Marcela Zuchovicki, owner of Jalima Coffee will lead an interactive discussion on the art of coffee cupping and tasting. Similar to wine tasting, cupping allows the participant to evaluate and compare different coffees and their characteristics. Rarely seen by the public, cupping is the technique used to evaluate the flavor profile of a coffee. The coffee will be evaluated on five major characteristics: flavor, acidity, aftertaste, fragrance and body.

2 pm: *Deconstructing the Korean Tea Ceremony for Daily Application: Presented by Yoon Hee Kim, Korean Tea Culture Foundation- Sponsored by TeaClassics and Hancha Tea*

"DaRye" refers to the classic Korean Tea Ceremony, deeply steeped in 2,000 years of rich history, philosophy and practices. Taking the elements from the traditional tea ceremony, Korean Tea Ambassador and Korean Tea Culture Foundation's founding director, Yoon Hee Kim, will present and demonstrate how to incorporate the core essence of the classic ceremony into daily life. Through this interactive workshop, attendees will learn to take the essential steps of a traditional tea ceremony and 'bring it home,' in ways that are meaningful, relevant and can easily be adapted into everyday life.

3 pm: *Tea Cocktails: Presented by Chris Cason, Tea Sommelier, Tavalon*

Back by popular demand, Tavalon's Tea Sommelier and co-founder Chris Cason shakes

up the Coffee and Tea Festival again this year with an intoxicatingly entertaining and educational demonstration of Tea Cocktails. Fantastic both hot and iced, these tea cocktails are not only versatile, but easy, delicious and at least slightly healthier than what the average corner bar usually mixes up. This is a not-to-be-missed presentation!

Throughout the Show:

On their way from demonstrations to tastings, attendees will be able to view a special Art Showcase sponsored by the Alumni Association of the New York Academy of Art (AANYAA).

For more information on the Coffee & Tea Festival and to purchase tickets visit <http://coffeeandteafestival.com/coffee-tea-tickets.html>. For more information on 7 W New York, please visit www.7wnewyork.com.

7 W NEW YORK™ is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industry. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

VORNADO REALTY TRUST, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

###