Euphoria brings food, wine, music to downtown



FILE / Staff

September's Euphoria festival will weave together appearances by local and international chefs, musical performances and wine tastings.

Lineup announced for September festival

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The food, the wine, the music – it's a weekend of delectable decadence as Euphoria announces its lineup for the fourth annual event.

The three-day food and wine festival brings together distinguished guest chefs and Greenville's finest, as well as wine masters and renowned musicians, for an event like no other.

Chefs coming to town for the Sept. 18-20 festival include Guy Savoy from Paris, Tim Graham from Chicago, Michael Kramer from Houston, Ken Rathbun from Dallas, Tyler Brown, Scott Crawford, David Guas, Frank Stitt and more.

"It's an opportunity to allow guests to come into Greenville and experience cuisine from all over the country or the world," said Gina Boulware, Euphoria board member. "It also allows us to show that the chefs that we've got in Greenville are incredibly, incredibly talented."

Local participating chefs include American Grocery's Joe Clarke, Jason McCarthy of Rick Erwin's West End Grille, Steven Greene of Devereaux's, The Lazy Goat's Victoria Moore, High Cotton's Anthony Gray and Elizabeth Beardsley from The Wine Café at Northampton Wines.

"The goal behind starting the event – when Edwin (McCain) and Carl (Sobicinski) wanted to do something larger in downtown Greenville – was to create an event … that would highlight the culinary arts and cuisine that we have going on in Greenville as well as the performing arts," Boulware said.

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To that end, music plays a big part in Euphoria every year, including a headlining concert by Greenville-native, singer-songwriter McCain.

"There's a lot of food and wine festivals around, and they're all done with different formats. But one of the things we thought would be the greatest point of differentiation for us is the music component," Boulware said. "We really, truly look at that as a third component; it's not just background music at dinner."

The Euphoria weekend comprises a variety of separate events, including the opening night Taste of the South concert and food event; a Tasting Showcase on Saturday afternoon featuring wine tasting, cooking demonstrations and more; a slate of specialty wine dinners Saturday night featuring collaborations of local and guest chefs; and the popular Sunday Jazz Brunch, which features an "Iron Chef"-style culinary cook-off, to finish off the weekend.

Proceeds from Euphoria benefit a number of Upstate charities. More than $100,000 has been distributed since the event's inception.

Individual tickets to all events are currently on sale. A discount weekend pass, which includes tickets for three main events, are available through Friday. A limited number of VIP passes are also available, offering access to all the events as well as several VIP-only events.

For tickets and more information, visit www.euphoriagreenville.com.