

FALL 2010

# Taste

A TASTE OF HILTON HEAD

*The Best of Dining, Nightlife and Entertainment on the Island*



# Greenville's Euphoria: *A Trip Well Worth Taking*

BY RISA WILLIAMS MCMILLAN • PHOTOS BY DOUGLAS SMITH PHOTOGRAPHY & KEITH DRIGGERS PHOTOGRAPHY

Are you ready for a blow-your socks off experience that will send your sensations reeling? Looking for the perfect combo of music, food, and wine with a relaxing, scenic road trip thrown in? How about an expertly-prepared meal that is married with the perfect wines and is topped off with music that will move your soul?

Taste. Observe. Listen. Enjoy. You have now achieved Euphoria.

Everyone needs a change of scenery now and then. Greenville's Euphoria is a four-day long event from September 23-26 that makes the perfect day trip or weekend getaway. According to Taryn Schet, public relations director of the

event, "Euphoria is a higher state of food, wine, and music that just gets bigger every year." In a nutshell, Euphoria brings together top notch chefs, headline musicians, and fine wines to the delight of all who attend.

This event began as a fund-raising brunch five years ago. It was the brain child of musician Edwin McCain and Restauranteer Carl Sobocinski to raise money for Hurricane Katrina victims. "Since then, the food scene in Greenville just started to take off, and so did Euphoria," explained Schet. Euphoria is still a fund raiser (it has raised over \$100,000 in the last four years), but now has helped put Greenville on the map as a

culinary and tourist destination.

So whether you are in need of a quick fix for a day or a plethora of musical stimulation and culinary delights, Euphoria is a trip well worth taking.

Thursday night is all about music and will bring together musicians, composers and song writers from near and far. The backbone of the evening will be Greenville born Edwin McCain, now famous for his rock and alternative music. This "Singer/Songwriter" event is new to Euphoria in 2010. It will be an intimate evening and a unique opportunity not only to share a round-table discussion with McCain, but to join him on stage. Tickets will be limited to 100.

For Islanders who want to venture to Greenville for an overnight, Friday night is a must-see as it features the signature event of Euphoria, a Taste of the South. "This is the BIG night, the most-well attended, and the one that everyone talks about for years," said Scher. Picture a beautiful, temperate, fall evening. Then add a romantic outdoor setting, under the stars, at the foot of the Blue Ridge Mountains with the Reedy River flowing by your side. Now tune your ears into platinum selling singer McCain and sink your teeth into a full array of Southern dishes complimented by a full sampling of fine wines and beers. That is a "Taste of the South." The twelve participating restaurants are chosen by a selection committee.

Saturday's events start early and include tasting showcases, wine seminars, and cooking demonstrations with live music in the background. Begin the day by learning cooking tips from nationally recognized guest chefs. They will answer questions, share recipes, and offer samples of their dishes. Next up are the wine seminars which will cover a variety of topics ranging from "Food and Wine" to "Wines of Italy." The Grand Wine Tasting event runs from 1 to 5 p.m. during which you can sample all or as many of the 200 national and international wines that your palate pleases.

Depending on how bottomless your glass was at the Grand Tasting, you may need a nap or to cool your feet off in the Reedy before the coveted Saturday night "Wine Dinners" which will command your full attention. Wine Dinners pair local and guest chefs to host formal, seated dinners at seven various venues downtown. The two chefs will combine their talents and come up with a multi-course menu that you will not likely forget. Winemakers from around the country will choose from their best grapes to accompany the meal. "This is wining and dining at its ultimate," boasted Scher.



"Word has gotten out and we literally have to turn away guest chefs from around the country."

If you decided to stay for the weekend, then you will not be disappointed with Sunday's program. The Jazz Brunch will kick off at 10 a.m. and will be under a tent on Main Street. Coming home to upstate South Carolina to provide soothing jazz music will be Mark Rapp, who is now touring in Switzerland. The brunch buffet will feature some fifty samplings from over twenty local restaurants and you will feel as though you just alit from the trolley in New Orleans.

Sunday also features a culinary cook-off where chefs are given a mystery box and have to create their own dish from the contents. The cook-off is fun for all and offers a great opportunity to interact with the chefs.

For additional information about Euphoria and to purchase and print tickets online, visit their website at: [www.euphoriagreenville.com](http://www.euphoriagreenville.com). Just as a footnote, Saturday's Wine Dinners sell out ahead of time and if you want to take your children or grandchildren, Sunday's jazz brunch is not only kid friendly, but has a less expensive ticket for the younger set. **T**