

Palm Springs Life



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FOOD & WINE FESTIVAL PALM DESERT BRINGS STAR POWER

TO 2ND ANNUAL EVENT WITH STELLAR LINE UP OF CELEBRITY CHEFS

Roster of Renowned Chefs Includes Four James Beard Award-Winners and Three Culinary Institute of America Graduates

Palm Springs, CA (February 9, 2011) — The second annual Food & Wine Festival Palm Desert (March 25-28, 2011) is poised to set a new benchmark for enticing fun and culinary adventure with the participation of nearly 20 renowned and respected chefs, among them are four James Beard Award winners: **Paul Bertolli, Bradley Ogden, Jimmy Schmidt** and **Roy Yamaguchi**.

Another star attraction is **Duff Goldman**, the colorful star of the Food Network's *Ace of Cakes*, *Iron Chef America*, and a Culinary Institute of America graduate. The high level of talented chefs participating in the 2011 Food & Wine Festival Palm Desert also includes other Culinary Institute of America graduates: **Jill Davie, Bridget Bueche**, and **Tony Di Lembo**. The full line-up of chefs participating in this three-day celebration of food and wine includes other notable chefs as follows:

Duff Goldman- *Ace of Cakes* and *Iron Chef America*

Paul Bertolli – Fra' Mani Founder

Bradley Ogden – Bradley Ogden Caesar's Palace

Roy Yamaguchi, Roy's Restaurants

Jimmy Schmidt – Morgan's in the Desert

Jill Davie – Executive Chef, Sunkist Growers

Bridget Bueche – Executive Chef, Fixtures Living

Tony Di Lembo – Executive Chef/Owner, Tropicale

Andre Carthen, Food & Entertainment Expert, kathy ireland Worldwide

Andrew Copley – Copley's on Palm Canyon

Andie Hubka – Executive Chef, California Date Commission

Aaron Kiefer – Chef/Owner, East Meets West Catering

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Tanya Petrovna – Executive Chef/Owner, Native Foods Cafes

Scott Robertson – Executive Chef/Owner, New Leaf Catering

Hector Salvatierra – Executive Chef, Camelot Café

Deborah Scott – Cohn Restaurant Group, Island Prime/Level C

“We are honored to have an extraordinary lineup of celebrity chefs which brings with it a high level of prestige to the Food & Wine Festival Palm Desert,” said Jeff Hocker, the event’s executive producer.

Organizers of the Food & Wine Festival Palm Desert recently announced a partnership with the legendary James Beard Foundation and returning collaborator/partner The Culinary Institute of America. The 2011 Food & Wine Palm Desert will benefit the Friends of the James Beard Foundation and The Culinary Institute of America Endowed Scholarship Fund.

Food & Wine Festival Palm Desert is a fun gathering of epicureans and wine aficionados that takes place under the Big White Tent, which hosts Fashion Week El Paseo (March 20-28, 2011), produced by *Palm Springs Life*. Over the week, the two events showcase the best of West Coast fashion, food, and wine with a variety of glamorous runway shows, cooking demonstrations, seminars, tastings and much more.

During the festival dates March 25-27, guests will view two Viking Range Corporation stages where celebrity chef will give demonstrations. A new component that has been added to the festivities will be a winemaker and sommelier stage in the Jensen’s Finest Foods Marketplace. Attendees will have the opportunity to sample gourmet food from more than 50 fine dining restaurants, caterers, and food suppliers. A Young’s Market-The Estates Group exclusive event has gathered the finest premium wines and champagnes from California, Europe and South America showcasing more than 100 varietals of wine.

Food & Wine Festival Palm Desert is a *Palm Springs Life* event produced by J. Hocker & Associates with numerous sponsors, including the City of Palm Desert, Time Warner Cable, The Culinary Institute of America, Friends of James Beard Foundation, Cambria, California Date Administrative Committee, Cunard, Viking Range Corp., Jensen’s, The Cook Street Group, R & R Radio Group, Stella Artois, Icelandic Glacial Water, Trinchero Family Estates, Costco, Godiva Chocolates, Beaverton Foods, Inc., Sonoma-Cutrer, Open Table.com, and Eisenhower Imaging Center.

For tickets and listing of celebrity chefs, restaurants, wineries, and updates, visit www.palmdesertfoodandwine.com. For Food & Wine Festival Palm Desert information, tickets, or sponsorship opportunities, contact Jeff Hocker at 760-320-5272 or jeffhocker1@gmail.com. For Fashion Week El Paseo information, tickets, or sponsorship opportunities, contact Michael Mathews at 760-325-2333 or michaelm@palmspringslife.com.

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Food & Wine Palm Desert – Page Three

Palm Springs Life brings its readers engaging and topical monthly articles including richly drawn celebrity profiles; commentary on politics; intelligent features on contemporary culture, art, architecture, and lifestyle trends; a who's who on the desert's vibrant social scene; and the ultimate guide for what to do, where to go and what to wear in the Palm Springs Desert Resorts communities.

Palm Springs Life is the essential lifestyle magazine for the Palm Springs Desert Resorts, which is comprised of nine dynamic cities. Enriching the lives of residents and visitors from around the world for more than 50 years, *Palm Springs Life* has achieved cultural icon status during its long successful history — which places it in rarefied company in the publishing world. *Palm Springs Life* is published by Desert Publications, Inc. which produces numerous lifestyle magazines throughout the West Coast.

For more information visit www.palmspringslife.com

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