

Palm Springs Life[®]

FOOD & WINE FESTIVAL PALM DESERT

FOOD & WINE FESTIVAL PALM DESERT GAINS PRESTIGE THROUGH GROWING RELATIONSHIPS WITH JAMES BEARD FOUNDATION AND THE CULINARY INSTITUTE OF AMERICA

Second-Annual Event Features More Than 20 Renowned Chefs and 50 Notable Vintners

Palm Springs, CA (January 26, 2011) — Organizers of the two-day Food & Wine Festival Palm Desert event (March 26-27, 2011), which debuted last year during Fashion Week El Paseo, announced its partnership with the legendary James Beard Foundation and returning collaborator/partner The Culinary Institute of America.

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 Food & Wine festival (March 26-27), guests can enjoy celebrity chef demonstrations, visit with winemakers and sommeliers in the Jensen's Finest Foods Marketplace, taste gourmet food from more than 50 fine restaurants, and sample premium wines, champagne, and cognacs from more than 50 wineries.

The 2011 Food & Wine Festival Palm Desert benefits the Friends of the James Beard Foundation and The Culinary Institute of America's Endowed Scholarship Fund.

Among the 20 participating chefs are four James Beard Award-winning Chefs: **Paul Bertolli, Bradley Ogden, Jimmy Schmidt** and **Roy Yamaguchi**; both Ogden and Yamaguchi are also graduates of The Culinary Institute of America.

"We are thrilled to have the participation of these two premier culinary institutions that bring immeasurable prestige to Food & Wine Festival Palm Desert while placing it firmly on the culinary map," said Jeff Hocker, Executive Producer of Food & Wine Palm Desert.

-more-

“We are proud to be able to support the organizations’ scholarship programs from the proceeds of Food & Wine Festival Palm Desert,” said Michael Matthews, *Palm Springs Life* marketing director. “The educational component to this food and wine festival truly makes it unique on the West Coast.”

Food & Wine Palm Desert is a *Palm Springs Life* event produced by J. Hocker & Associates with numerous sponsors including the City of Palm Desert, California Date Administrative Committee, Wells Fargo Foundation, Time Warner Cable, Viking Range Corp., Stella Artois, Sonoma-Cutrer, Trincherro Family Estates, Icelandic Glacial Water, and others.

For tickets and listing of celebrity chefs, restaurants, wineries, and updates, visit www.palmdesertfoodandwine.com. For Food & Wine 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.

About The Culinary Institute of America

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering [bachelor's and associate degrees in culinary arts](#) and [baking and pastry arts](#) as well as certificate programs in [culinary arts](#) and [wine and beverage studies](#). As the world's premier culinary college, the CIA has a network of more than 40,000 alumni that includes industry leaders such as Grant Achatz, Anthony Bourdain, Michael Chiarello, Cat Cora, Steve Eells, Todd English, Duff Goldman, Sara Moulton, Charlie Palmer, and Roy Yamaguchi. The college has campuses in Hyde Park, NY; St. Helena, CA; San Antonio, TX; and Singapore. In addition to its degree programs, the CIA offers courses for professionals and enthusiasts, as well as consulting services for the foodservice and hospitality industry. For more information, visit the CIA online at www.ciachef.edu.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a “performance space” for visiting chefs. The Friends of the James Beard benefits are essential to the success of the Foundation's scholarship program. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation's blog *Delights & Prejudices* <http://www.jamesbeard.org/blog/>. Like James Beard on Facebook <http://www.facebook.com/pages/James-Beard/20175557239>. Follow the James Beard Foundation on Twitter <http://twitter.com/beardfoundation> .

-more-

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 eight 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

#