Palm Springs Life

FOOD & WINE FESTIVAL
PALM DESERT

FOR IMMEDIATE RELEASE **Lydia Kremer/Vortex PR 760 322-2502**

FOOD & WINE FESTIVAL PALM DESERT TO FEATURE

MORE THAN 100 INTERNATIONALLY ACCLAIMED PREMIUM WINES FROM MORE THAN 50 WINERIES

Palm Springs, CA (March 4, 2011) — The second annual Food & Wine Festival Palm Desert (March 25-27, 2011), which takes place under the Big White Tent during Fashion Week, will feature more than 100 world-class wines for one of the most outstanding viticulture and culinary events in Southern California.

Attendees of the three-day celebration will have the opportunity to sample the finest premium wines and champagnes from California, Europe and South America showcasing more than 100 varietals of wine. Samples of extravagant cuisine from more than 50 fine dining restaurants, caterers, and food suppliers will also be paired with these celebrated wines. Among the vintners and wineries participating in the Food & Wine Festival Palm Desert are:

Benziger Family Winery

Cakebread Cellars

Folie A Deux

Gainey

Gerard Bertrand, France

Gundlach Bundschu

Hahn Family Wines

Hail Wines

Hess Collection

JAQK Cellars

M by Michael Mondavi

Napa Cellars

Pahlmeyer

Piper-Heidsieck

-more-

Robert Oatley Vineyards

Roth

SAKE2ME

Schramsberg

Sonoma Coast Vineyards

Sonoma-Cutrer

Trinchero Family Estates

Willamette Valley Vineyards

"These wineries represent some of the world's most extraordinary wines and it's an exciting opportunity for the consumer to have them all gathered together under one roof for three days of stellar food and wine pairings," said Jeff Hocker, executive producer.

The viticultural experience for this event will be made even more exceptional with appearances by several major national wine authorities including **Hugh Davies**, president/CEO of Schramsberg Vineyards and J. Davies Vineyards; noted sommelier and certified wine educator **Antonia Quast**; market manager and certified wine educator from Wilson Daniels, Ltd **Tracy Cervellone**.; and **Joel Templin**, co-owner of JAQK Cellars. Adding to the event's appeal is the participation of nearly 20 renowned and respected chefs, including four James Beard Award winners: **Paul Bertolli**, **Bradley Ogden**, **Jimmy Schmidt** and **Roy Yamaguchi**. Another star attraction is **Duff Goldman**, star of the Food Network's *Ace of Cakes* and *Iron Chef America*, who will join a lineup of nationally known chefs.

The James Beard Foundation and The Culinary Institute of American have joined the Food & Wine Festival Palm Desert in a groundbreaking partnership that 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 and will take place during the sixth annual Fashion Week El Paseo, both 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.

Sponsors of Food & Wine Festival Palm Desert include 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 Finest Foods, The Cook Street Group at Morgan Stanley Smith Barney, R&R Broadcasting, Stella Artois, Icelandic Glacial Water, Trinchero Family Estates, Costco, Godiva Chocolatier, Beaverton Foods Inc., Sonoma-Cutrer, OpenTable.com, and Eisenhower Imaging Center.

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For further information visit www.palmdesertfoodandwine.com. For Food & Wine Festival Palm Desert sponsorship opportunities, contact Jeff Hocker at 760-320-5272. For Fashion Week El Paseo information, tickets, or sponsorship opportunities, contact Michael Mathews at 760-325-2333 or michaelm@palmspringslife.com.

Palm Springs Life brings its readers engaging and topical monthly articles, including richly drawn celebrity profiles; intelligent features on contemporary culture, art, and architecture; coverage of 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 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 and travel magazines throughout the West Coast.

For more information visit www.palmspringslife.com

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