

FOOD+WINE
FESTIVAL PALM DESERT™
March 22-24, 2013 · palmdesertfoodandwine.com

FOR IMMEDIATE RELEASE

Contact: Julie Springer-Holmes
julie@idcreative.com
(512) 422-1902

**Food & Wine Festival Palm Desert™
Announces Wine Seminars and More Great Events**

Tickets Available at:
www.PalmDesertFoodandWine.com

Palm Desert, CA (February 18, 2013) – [The Food & Wine Festival Palm Desert](http://www.PalmDesertFoodandWine.com), March 22 – 24, 2013, announces premier wine seminars with some of the world’s best experts and vintners. Three wine seminars will take place each day during the Grand Tasting event on March 23 and 24.

There are over 100 wines represented at this year’s Food & Wine Festival Palm Desert with some of the biggest names in the industry to include Wine and Spirits Expert, Michael Green.

“I am thrilled to be a part of the Food & Wine Festival Palm Desert! The wine seminars will add tremendous value to this legacy event and will enhance the guest experience,” says Michael Green.

[Schedule of Wine Seminars:](#)

Saturday, March 23, 12:00 p.m.

Michael Green – Wine and Spirits Expert

“Grapes and Regions You Probably Don’t Know, but Should” – Beyond Napa Valley and the world of Chardonnay lie a host of grape varieties that might not be on your radar. Sample distinctive wines with wine expert Michael Green and discover unexplored and sometimes under-appreciated grapes and regions. Part of the joy of wine is new discoveries. Featuring Alsatian whites: Pinot Gris/Blanc; Hungarian whites: Tokaj/Furmint; French reds: Grenache/Mouvedre; and Italian red: Corvina, Nebbiolo.

Saturday, March 23, 1:30 p.m.

Jeff Lebard, Winemaker, Gainey

“A Day in the Life of a Winemaker” – Considering a career change? Imagine the life of a winemaker, quite possibly one of the finest jobs in the world. From harvest to barrel selection, find out how a winemaker spends his or her day. This is a great seminar that pulls back the velvet rope and takes you inside.

-MORE-

Saturday, March 23, 3:00 p.m.

Marcos Mizzau – CSW, Import Wine Specialist, Young's Market-Estates Group Hess Collection (Bodega Colomé)

"Hot! Hot! Hot! Cool Wines from South America" – South America is just plain hot. Learn about the stellar Sauvignon Blancs and Cabernet coming out of Chile and Argentina and sample the important and taste-worthy differentiating grapes Carmenere and Malbec. Grab your passport and come along for this seductive wine-sampling journey.

Sunday, March 24, 1:00 p.m.

Barrie Sterling – Owner, 3rd Generation, Iron Horse with wines paired with cuisine from Executive Chef/Owner of Dish Creative Cuisine Joane Garcia Colson, with wine expert Michael Green as moderator.

"Sparkling Wine: The Most Food Friendly Wine of the Planet" – Most wine experts agree libations with bubbles go great with dining and that is always a cause for celebration. Taste the extraordinary cuvees from Iron Horse and discover what makes these wines so special and why they pair so well with food.

Sunday, March 24, 2:30 p.m.

Richard Sowolsky – Director of Winemaking, Clos Pegase

"The Four Noble Grape Varietals" – While there are more than 10,000 grapes grown around the globe, most wine insiders stress the importance of four noble grapes. These grape varietals form the backbone of some of the world's best wines. Attendees will sample classic examples during this fast-paced and informative seminar.

Sunday, March 24, 4:00 p.m.

Jesse Katz – Winemaker, Roth & Lancaster Estate

"The Beauty of Terroir: Discovering Important A.V.A.'s in California" – The idea that a specific microclimate will yield a different flavor profile in a wine is what the elusive term "terroir" is all about. Take a virtual trip in wine country and delight your palate as you sample versions from some of the classic viticulture areas in California.

The Food & Wine Festival Palm Desert brings together the brightest and most inspired chefs from throughout the United States for three extraordinary days of culinary events and food and wine tastings under the "Big White Tent" in Palm Desert, CA. This event is uniquely educational and benefits the Friends of the James Beard Foundation, The Culinary Institute of America's Endowed Scholarship Fund, and Les Dames d'Escoffier.

###

About Palm Springs Life

Palm Springs Life magazine has represented the greater Palm Springs area for 55 years. Their award-winning monthly publication, recognized as "California's Prestige Magazine," is a perfect reflection of the special lifestyle of the desert resort communities. *Palm Springs Life* monthly editorial includes: the social scene, upcoming events including major golf and tennis tournaments, luxury homes, fine dining, fashion, travel, the arts and profiles of celebrity and business leaders.

About ID.CREATIVE

ID.CREATIVE is a full-service creative and media services agency with offices in Austin, Texas and Palm Springs and Los Angeles, CA. The agency focuses on creating, advancing and protecting brands, online and offline, across all channels.