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

Media Alert

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Jensen's Finest Foods Palm Desert to Host Food + Wine Festival Palm Desert™ Pre-Event Cooking and Wine Demonstration

Wednesday, March 6 - 4:00-6:00 p.m.

Palm Desert, CA (February 25, 2012) – The Food + Wine Festival Palm Desert™ has announced a tempting pre-event cooking and wine demonstration at **Jensen's Finest Foods Palm Desert** on **Wednesday, March 6 from 4:00 – 6:00 p.m.** This Food + Wine Festival media kick-off will be part of the Wine Down Wednesday program.

This tasty treat will feature two respected food and wine experts who will conduct demonstrations that the public is invited to attend. This is just a sample of what the three-day culinary celebration will offer during the Food + Wine Festival Palm Desert™, March 22-24.

The Food + Wine Festival Palm Desert™ will feature a stellar line-up of over 25 Celebrity Chef's and Food Network celebrity and James Beard winners, more than 50 fine-dining restaurants and over 100 wine brands from around the world.

Media Launch/Pre-Food & Wine Festival Palm Desert™ Event

Wine Down Wednesday
4:00-6:00p.m

Palm Desert
73601 Highway 111, Palm Desert, 92260
ph: 760.346.9393 | fx: 760.776.1703
http://jensensfoods.com

Cooking Demonstration: Andre' Carthen

Executive Chef, Lantana, Hyatt Grand Champions

Wine Demonstration: Seghesio Family Vineyards

About Andre' Carthen:

Chef Andre Carthen is featured in Kathy Ireland's book *Real Solutions for Busy Moms: Your Guide to Success and Sanity*, and Janet Jackson's first book, NY Times #1 Best Seller *True You* where he contributed over 30 recipes for a healthy meal plan. *True You* takes Celebrity Chef Andre's exquisite recipes and transforms them into something anyone can do if they have a desire to stay healthy and lean while eating the foods they love. Chef Andre is also the newest member of Nutrisystem Success Chef's Council.

He is often asked to bring his culinary awareness to the media and has appeared on popular radio & television programs like *Today Show*, *Access Hollywood*, *Anderson Cooper*, *Soap Talk*, *EXTRA*, *Inside Hollywood*, *Sunday Dinner*, *Brave Heart Women*, *Healthy Women Healthy World*, *Get Real Live*, *Breakfast Television / City TV*, *New Day Northwest*, *Walking on Eggs*, *On the Red Carpet*.

About Seghesio Family Vineyards:

The greatest vineyard sites in the world are, at first glance, not where one would expect an agricultural product to flourish. They are sites that challenge the very survival of the vine. Seghesio's collection of unique sites in North America's finest grape-growing regions are not accidental, but the choice of four generations of the family's winemakers. With stewardship of these sites for over a century and a new generation's passion to grow some of the world's finest grapes, Seghesio Family Vineyards is honored to share uncommon ground.

Visit the Seghesio Family Vineyards web site

For a complete listing of participating chefs, restaurants, wineries and sponsors visit www.palmdesertfoodandwine.com Food + Wine Festival Palm Desert™ is produced by J. Hocker & Associates in conjunction with ***Palm Springs Life*** magazine.

For more information, tickets, or sponsorship opportunities, contact Jeff Hocker at 760-320-5272 or via e-mail at jeffhocker1@gmail.com. For updates and tickets log on to www.palmdesertfoodandwine.com or www.fashionweekelpaseo.com. Follow updates on: facebook.com/palmdesertfoodandwine.

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