



FOR IMMEDIATE RELEASE

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Chef Martin Yan, Bradley Ogden, Luciano Pellegrini and Sara Moulton to Headline Food & Wine Festival Palm Desert™ 2013

Tickets Available at:
www.PalmDesertFoodandWine.com

Palm Desert, CA (February 4, 2013) - The Food & Wine Festival Palm Desert, March 22 – 24, 2013, is pleased to announce that Chef Martin Yan of PBS “Yan Can Cook” fame will headline the festival participating in cooking demonstrations and tastings along with James Beard Award winners Bradley Ogden, Luciano Pellegrini, and nominee Sarah Moulton.

The Food & Wine Festival Palm Desert is a three-day event that showcases some of the best culinary talent in the nation. The festival opens with a gourmet luncheon followed by two days of Grand Tasting events and high-end educational wine seminars lead by wine and spirits expert Michael Green. The Food & Wine Festival Palm Desert is uniquely educational in focus and benefits the Friends of the James Beard Foundation, The Culinary Institute of America’s Endowed Scholarship Fund, and Les Dames d’Escoffier.

Chef Martin Yan

Host of PBS’ “Martin Yan’s China”, certified Master Chef and restaurateur, Martin Yan has hosted over 3,000 cooking shows broadcasted worldwide. His diverse talents have found expression in 30 cookbooks, including the award-winning “Martin Yan’s Feast”, “Martin Yan’s Asian Favorites”, “Chinese Cooking for Dummies”, “Martin Yan’s Chinatown Cooking” (intro by Julia Child), “Martin Yan’s Quick & Easy”, and his latest, “Martin Yan’s China” (a cookbook that documents his travels throughout the far reaches of China, and his culinary discoveries).

Chef Bradley Ogden

Chef Bradley Ogden is a James Beard Award Winner, author and restaurateur who gained national attention in his first position at Kansas City’s The American Restaurant. Ogden opened his first restaurant, The Lark Creek Inn, in 1989. His signature farm-to-table cuisine has continued to enjoy success in a continually expanding restaurant empire, including his namesake property in Las Vegas’ Caesars Palace, for which he was awarded “Restaurateur of the Year” in 2010 by the Nevada Restaurant Association.

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He's also authored multiple cookbooks including "Bradley Ogden's Breakfast, Lunch and Dinner" and the newly released "Holiday Dinners by Bradley Ogden." Chef Bradley's awards are numerous and include: "Best Chef of California," by the prestigious James Beard Foundation.

Luciano Pellegrini

James Beard Award Winner and Executive Chef at Piero Selvaggio *VALENTINO*, Luciano has brought the fresh flavors and elegant Italian cuisine of Valentino to the fast-paced, outrageous landscape of Las Vegas. Under Luciano's sure hand, Piero Selvaggio VALENTINO Las Vegas is the showcase restaurant of the Venetian Hotel, and has won two Epicurean Awards from *Las Vegas Live Magazine*, in 2001 and 2003. Luciano was nominated for "2003 Best Chef: Southwest" by the James Beard Foundation, the only chef in Las Vegas to receive a nomination.

Sarah Moulton

Television host, food editor and cookbook author, Sarah Moulton is one of the most trusted names in the food biz. Moulton was the host of PBS' "Sara's Weeknight Meals", food editor of ABC-TV's "Good Morning America", and founding personality at the Food Network as host of multiple successful shows. Moulton served as *Gourmet* magazine's executive chef and has authored numerous cookbooks including the award-winning "Sara Moulton's Everyday Family Dinners" (which won a 2011 IACP Cookbook Award in the category of Children, Youth and Family). Moulton also co-founded the New York Women's Culinary Alliance, an "old girls network" for women in the culinary industry.

To purchase tickets or for a complete list of participating chefs, restaurants, wineries and sponsors, please visit www.palmdesertfoodandwine.com. Food & Wine Festival Palm Desert is produced by J. Hocker & Associates, LLC in partnership with *Palm Springs Life* magazine.

The Food & Wine Festival Palm Desert would not be possible without the following support: City of Palm Desert, Viking Range Corporation, Stella Artois, US. Foods, 7x7 and California Home & Design Magazines, Wilson Daniels, Ltd., Trincherro Family Estates, Remy Cointreau USA, Temecula Valley Wine Growers Association, Irish Dairy Board (Kerrygold), Voss Water, Wilson Daniels, Crispin Hard Cider, Tequila Alderete, ITEX-Inland Empire and Jensen's Finest Foods.

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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.