

FOOD+WINE FESTIVAL PALM DESERT

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FOOD + WINE FESTIVAL PALM DESERT ANNOUNCES THE 2014 LINEUP, FEATURING SUPERSTAR CHEF ROY CHOI AND “THE FABULOUS BEEKMAN BOYS,” BRENT RIDGE AND JOSH KILMER-PURCELL, AMONG OTHERS

The fourth annual food festival extravaganza hits the desert March 21-23 with a star-studded lineup of chef demos, wine and craft beer seminars, celebrity book signings, two Grand Tastings, and much more



L: Chef Roy Choi, C: Chef David LeFevre, R: “The Fabulous Beekman Boys” Brent Ridge and Josh Kilmer-Purcell

credit: L: Travis Jensen, C: courtesy of David LeFevre, R: courtesy of The Fabulous Beekman Boys

(PALM DESERT, CA; January 10, 2014)—Kicking off **Friday, March 21, 2014** and continuing through **Sunday, March 23**, the fourth annual [Food + Wine Festival Palm Desert](#) will transform the desert into a culinary oasis with a series of **live cooking demonstrations** from some of the country’s most celebrated culinary personalities, a **four-course gourmet luncheon** featuring James Beard-recognized chefs, **wine and craft beer seminars**, plus two days of **Grand Tastings** with samplings from over 50 restaurants and 70 premium wineries, spirits purveyors, and microbrewers. The gourmet revelry all takes place under the “Big White Tent” in the heart of Palm Desert, CA’s famed El Paseo shopping district.

The three-day festival, organized by *Palm Springs Life* magazine, boasts a powerhouse lineup of celebrity chef participants, including but not limited to:

- **“The Fabulous Beekman Boys” Brent Ridge and Josh Kilmer-Purcell** (TV personalities, cookbook authors, and founders of the Beekman 1802 Mercantile line of retail goods)
- **Ari Taymor** (executive chef of Alma in Los Angeles, named 2013’s “Best Restaurant in America” by *Bon Appétit* magazine)
- **Brooke Williamson** (a Bravo “Top Chef” finalist and owner of Hudson House, The Tripel, and the soon-to-open Playa Provisions in Los Angeles’ South Bay)
- **David LeFevre** (James Beard Award-nominated chef of Manhattan Beach Post and Fishing with Dynamite in Manhattan Beach, CA)
- **Gale Gand** (James Beard Award-winning pastry chef, cookbook author, and TV personality)
- **Matthew Accarrino** (James Beard Award-nominated and Michelin-starred chef of SPQR in San Francisco)
- **Roy Choi** (of Kogi, Chego, A-Frame, Sunny Spot, POT, and *L.A. Son* the cookbook)
- **Valerie Gordon** (cookbook author, chef, and founder of Valerie Confections)

Grand Tasting tickets are available for \$75 per person/per day and include access to all chef demos, as well as unlimited food and spirit tastings. Optional wine and craft beer seminars—taking place throughout the day on Saturday, March 22 and Sunday, March 23—are available for an additional ticket price of \$25 per person/per seminar. The weekend schedule includes:

- **Friday, March 21 – James Beard Luncheon: 11:30 a.m.-2:30 p.m.**
The festivities begin with a **four-course gourmet luncheon**, with each course prepared by a James Beard-recognized chef and paired with premium wines. 2014’s featured chefs are **David LeFevre, Brooke Williamson, Matthew Accarrino, and Gale Gand**, with wines curated by **Wine Australia**, in addition to pours from select Golden State vintners. The luncheon takes place in the Big White Tent from 11:30 a.m. to 2:30 p.m. Tickets are \$125 per person. Guests must be 21 years of age to attend.
- **Saturday, March 22 – “California Dreamin’” Grand Tasting: 11 a.m.-4 p.m.**
A celebration of the sunny California lifestyle, this Grand Tasting event is an ode to local chef talent, homegrown wineries, and craft brewers. Over **50 restaurants and 70 premium wineries, brewers, and spirits purveyors** will be showcased against the musical backdrop of a quintessential California soundtrack. Guests can look forward to a stellar lineup of **over ten live culinary demonstrations**, including local Coachella Valley chefs, as well as cookbook author and chef **Valerie Gordon of Valerie Confections**. Each demonstration takes place on one of four state-of-the-art, fully equipped kitchen stages. Gordon will also be

available for signings of her new cookbook, *Sweet*. Additional wine and craft beer seminars will be hosted, with times and featured industry members to be announced at www.palmdesertfoodandwine.com.

- **Sunday, March 23 – “Brunch, Bubbles, and Brews” Grand Tasting: 12-5 p.m.** Sunday rounds out the festivities with the best of brunch fare, served alongside free-flowing Champagne, sparkling wine, and standout microbrews from the Coachella Valley and beyond. As with Saturday, participants include over 50 restaurants and 70 premium wineries, brewers, and spirits purveyors. **Chef demonstrations will include Roy Choi and Ari Taymor**, alongside celebrated favorites from the local desert dining scene. Choi will additionally be available to sign copies of his cookbook and memoir, *LA Son*. Additional wine and craft beer seminars will be hosted, with times and featured industry members to be announced at www.palmdesertfoodandwine.com.

The Food + Wine Festival Palm Desert is owned and operated by *Palm Springs Life* in association with *Sunset*, and with sponsorship support in part from Lincoln, the City of Palm Desert, Celebrity Cruises, Jensen’s Finest Foods, Stella Artois, Double Cross Vodka, Sarabella Tuscan Jars, Wild Turkey, Campari, Just Fabulous, Chef Works, Time Warner Cable, and Desert Radio Group. The annual food and wine event aims to gather the brightest and most inspired chefs and culinary personalities from the around country for three extraordinary days of food and wine tasting. A portion of the proceeds will go towards the James Beard Foundation and AIDS Assistance Program charitable organizations. *Palm Springs Life* has represented the greater Palm Springs area for over 55 years. Its award-winning monthly publication is a reflection of the special lifestyle of the desert resort communities. *Palm Springs Life’s* monthly editorial content includes: 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.

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