

FOOD+WINE FESTIVAL PALM DESERT

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FOOD + WINE FESTIVAL PALM DESERT ADDS “ENTERTAINOLOGIST” LULU POWERS AND “THE BEER CHICKS” CHRISTINA PEROZZI TO 2014 ALL-STAR LINEUP

*Celebrity book signings, live cooking demonstrations,
and wine and craft beer seminars round out the weekend-long foodie celebration*

(PALM DESERT, CA; March 10, 2014)—The [Food + Wine Festival Palm Desert](#) is just a few weeks away and excitement is building as top culinary experts from across the country—alongside more than 50 restaurants and 70 wineries, breweries, and spirit purveyors—gather in the Coachella Valley, **Friday, March 21 through Sunday, March 23**. The three-day festival continues to grow, just recently welcoming new culinary talent to its roster of live culinary demos, and adding craft beer and wine experts to lead tasting seminars. A full schedule of all the weekend’s events is available at www.palmdesertfoodandwine.com, with some of the newest programming highlights including:

- **Craft Beer and Wine Seminars**

Taking place during the grand tastings on Saturday, March 22 and Sunday, March 23

In addition to wining and dining at the grand tasting events, the Food + Wine Festival Palm Desert also offers guests a chance to expand their food, wine, and craft beer knowledge with a series of tasting seminars. Tickets are available for an additional \$25 per person/per seminar, and include access to an intimate tasting class led by an industry expert. Notable participants from both the Coachella Valley and beyond include, but are not limited to:

- Chris Anderson, brewmaster/CEO for the Coachella Valley Brewing Company
- Christina Perozzi of “The Beer Chicks” and western regions educator for Goose Island Beer Company
- Larry Brooks, winemaker for Tolosa Winery
- Sam Calagione, founder and president of Dogfish Head Brewery

- **Celebrity Book Signings**

Taking place during the grand tastings on Saturday, March 22 and Sunday, March 23

In a partnership with [Just Fabulous](#), the local lifestyle boutique and bookstore, Food + Wine Festival Palm Desert debuts its “Just Fabulous Cookbook Nook” at the 2014 event. Guests can attend cookbook signings by participating celebrity chefs and personalities, including Roy Choi, Valerie Gordon, The Fabulous Beekman Boys, The Hearty Boys, Gale Gand, Lulu Powers, and Mark DeCarlo as well as purchase artisanal and locally made goods such as [Sara Bella](#) upcycled handbags and [Artistic Wood Crafts](#) sustainable cutting boards.

- **Chef Demos**

Taking place during the grand tastings on Saturday, March 22 and Sunday, March 23

The Food + Wine Festival Palm Desert’s celebrity chef lineup continues to grow, including some exciting additions to its schedule of live cooking demonstrations. Each featured demonstration takes place on one of four state-of-the-art, fully equipped kitchen stages, offering attendees an opportunity to learn from some of the culinary world’s biggest stars. A few recent additions to the demo roster include The Hearty Boys, restaurateurs, cookbook authors, and stars of the Food Network’s “Party Line with the Hearty Boys”; “The Entertainologist” Lulu Powers, best-selling author, entertainer, and former celebrity chef; and Julie Pech, author, nutritional educator, and owner of “The Chocolate Therapist.”

About the Food + Wine Festival Palm Desert

The fourth annual Food + Wine Festival Palm Desert kicks off on Friday, March 21 with a **four-course gourmet luncheon** featuring James Beard-recognized chefs, and is followed by two grand tasting events, taking place Saturday, March 22 and Sunday, March 23. Saturday’s grand tasting, dubbed “**California Dreamin’**,” celebrates the sunny California lifestyle and highlights local chef talent, homegrown wineries, and local craft brewers. Sunday’s “**Brunch, Bubbles, and Brews**” grand tasting features the best of brunch fare, served alongside free-flowing champagne, sparkling wine, and standout microbrews from the Coachella Valley. Tickets for the James Beard Four-Course Luncheon are \$125 per person; grand tasting tickets are available for \$75 per person/per day and include access to all chef demos, as well as unlimited food and drink tastings. The gourmet revelry all takes place under the “Big White Tent” in the heart of Palm Desert’s famed El Paseo shopping district.

For tickets or more information please visit www.palmdesertfoodandwine.com. Visit the event on Facebook at www.facebook.com/palmdesertfoodandwine or follow on [Twitter @PDFoodWine](#).

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 around the country for three extraordinary days of food and wine tasting. A portion of the proceeds will benefit the James Beard Foundation and the AIDS Assistance Program. *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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