

AGUA CALIENTE CASINO RESORT SPA FOOD+WINE FESTIVAL PALM DESERT™

FACT SHEET



ELENA RAY

WHAT IS FOOD+WINE FESTIVAL PALM DESERT™?

The 5th annual **Food+Wine Festival Palm Desert** takes place March 27-29, 2015. The festival, organized by *Palm Springs Life*, will gather the brightest and most inspired chefs from across the country for three extraordinary days of culinary, wine, craft beer, and cocktail tasting in the heart of Palm Desert's famed El Paseo shopping district. This event will be uniquely educational in focus, featuring a standout roster of celebrity chef demos, wine and craft beer seminars, engaging panels from industry insiders, and more—all showcasing the Coachella Valley as the ultimate culinary destination.

The festival begins on Friday, March 27 with a four-course gourmet luncheon featuring decorated and James Beard-recognized chefs. The weekend's Grand Tastings feature renowned chefs from across the Golden State and beyond; more than 80 premium wines, champagnes, and craft brews; and over 50 restaurants offering tastings. Returning to this year's festival are exclusive wine seminars and a stellar lineup of celebrity chef cooking demos including **Cat Cora**, **Brooke Williamson**, **Gale Gand**, **Ari Taymor** and **Brian Malarkey**, to name a few.

FOR MORE INFORMATION

Co-Producers:

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Food+Wine Festival Palm Desert

Web Site:

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**Schedule subject to change without notice*

***VIP Pass Holders receive one-hour early entrance, a special caviar and champagne tasting, and an exclusive celebrity chef cooking demonstration.*

2015 EVENT SCHEDULE*

Friday, March 27

James Beard 4-Course Gourmet Luncheon

11:30 a.m.-2:00 p.m.

Featuring four renowned women chefs: Cat Cora, Gale Gand, Lulu Powers & Brooke Williamson

Saturday, March 28 & Sunday, March 29

Grand Tastings & Wine Seminars

Grand Tastings include chef demonstrations and book signings. Wine Seminars feature some of the world's finest and most exclusive wines!

Grand Tasting ticket required for entry into Wine Seminars, plus the purchase of an additional Wine Seminar ticket.

VIP PASS HOLDERS**

11:00 a.m.-4:00 p.m.

GENERAL TICKET HOLDERS

12:00 p.m.-4:00 p.m.

2014 FACTS

Attendance: 3,019

Geographic Composition of Attendees:

Coachella Valley-35.5%

Out-of-Market-64.5%

Economic Impact: \$736,636

Chef Participants: 23

Wine Speakers: 5

Restaurant Participants: 36

Premium Winery Participants: 43

Premium Beer & Spirits Tastings: 10

Sponsors: 23

Charities/Donations Made:

James Beard Foundation

Volunteers: 40