

A PALM SPRINGS LIFE EVENT
PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINO RESORT SPA

APRIL 8-10, 2016

FACT SHEET



ELENA RAY

WHAT IS PALM DESERT FOOD & WINE FESTIVAL™?

The sixth annual Palm Desert Food & Wine Festival™ takes place April 8-10, 2016 in Palm Desert, CA. Organized by *Palm Springs Life*, this festival features the brightest and most inspired chefs from across the country for three extraordinary days of culinary and wine tastings in the heart of the famed El Paseo shopping district. The event features a standout roster of celebrity chefs demonstrations and showcases the Coachella Valley as the ultimate culinary destination. In previous years, the event has featured well-known chefs such as Roy Choi, Cat Cora, Gale Gand, Ari Taymore and Brian Malarkay. The 2016 line-up will be announced soon.

The Festival begins Friday, April 8 with a four-course gourmet luncheon, expertly prepared by celebrity chefs and served in an elegantly-appointed tent. The luncheon is followed by two days of Grand Tastings, featuring delectable morsels from more than 40 restaurants, created by renowned chefs from all across California. More than 60 premium wines and champagnes will be offered as well, and participants will be able to interact with the vintners and chefs to discuss, in detail, about the offerings. Tickets are \$100 for Grand Tasting general entry and \$135 for VIP** entry. The James Beard Luncheon pricing is \$125 for general admission and \$150 for preferred seating. Tickets are available at palmdesertfoodandwine.com.

FOR MORE INFORMATION

CO-PRODUCERS:

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PALM DESERT FOOD & WINE FESTIVAL WEBSITE:

palmdesertfoodandwine.com

2016 SCHEDULE OF EVENTS

FRIDAY, APRIL 8, 2016

11:30 a.m. – 2:00 p.m. – James Beard
Luncheon

SATURDAY, APRIL 9, 2016

11:00 a.m. – 4:00 p.m. – VIP Grand Tasting
12:00 – 4:00 p.m. – Grand Tasting
12:30 – 3:00 p.m. – Chef Demonstrations

SUNDAY, APRIL 10, 2016

11:00 a.m. – 4:00 p.m. – VIP Grand Tasting
12:00 – 4:00 p.m. – Grand Tasting
12:30 – 3:00 p.m. – Chef Demonstrations

2015 FACTS

Attendance: 3,356

Geographic Composition of Attendees:

Coachella Valley – 29%

Out-of-Market – 71%

Economic Impact: \$820,844

Chef Participants: 28

Wine Speakers: 8

Restaurant Participants: 45

Premium Winery Participants: 107

Premium Beer & Spirits Tastings: 9

Sponsors: 33

Charities/Donations Made:

James Beard Foundation

*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.