

# PALM DESERT FOOD & WINE

PRESENTED BY  
AGUA CALIENTE CASINO RESORT SPA

at *The Gardens on El Paseo*

MARCH 24-26, 2017

## FACT SHEET



ELENA RAY

### WHAT IS PALM DESERT FOOD & WINE™?

The seventh annual Palm Desert Food & Wine™ presented by Agua Caliente Casino Resort Spa takes place March 24-26, 2017, at The Gardens on El Paseo in Palm Desert, California, in the Ferguson Grand Tasting Tent. Organized by *Palm Springs Life*, it features the brightest and most inspired chefs from across the country for three extraordinary days of culinary and wine and craft beer tastings in the heart of the famed El Paseo shopping district. The event features a standout roster of celebrity chef demonstrations and showcases the Coachella Valley as the ultimate culinary destination.

The event begins on Friday, March 24, with the James Beard Gourmet Four-Course Luncheon featuring emcee **Gail Simmons**, Food Expert, *Food & Wine's* Special Projects Director, and judge on Bravo's *Top Chef*. The luncheon is expertly prepared by four celebrity chefs and served in an elegantly appointed tent, followed by two days of Grand Tastings featuring delectable morsels from more than 40 restaurants, created by renowned chefs from all across California and beyond. More than 60 premium wines and champagnes will be offered as well as craft beers and cocktails, and participants will be able to interact with the vintners, spirits purveyors, brewers, and chefs to discuss the offerings in detail.

Grand Tasting Tickets are \$100 for general entry and \$135 for VIP\* entry. The James Beard Gourmet Four-Course Luncheon is \$125 for general admission and \$150 for reserved seating. Tickets are available at [palmdesertfoodandwine.com](http://palmdesertfoodandwine.com).

### FOR MORE INFORMATION

#### PRODUCER:

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#### PUBLIC RELATIONS:

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#### PALM DESERT FOOD & WINE WEBSITE:

[palmdesertfoodandwine.com](http://palmdesertfoodandwine.com)

### 2017 SCHEDULE OF EVENTS

#### FRIDAY, MARCH 24, 2017

11:30 a.m.-2 p.m. – James Beard Gourmet  
Four-Course Luncheon

#### SATURDAY, MARCH 25, 2017

10-11 a.m. – Gale Gand's Pie Camp

11 a.m.-4 p.m. – VIP Grand Tasting

Noon-4 p.m. – Grand Tasting

12:30-3 p.m. – Chef Demonstrations

#### SUNDAY, MARCH 26, 2017

11 a.m.-4 p.m. – VIP Grand Tasting

Noon-4 p.m. – Grand Tasting

12:30-3:15 p.m. – Chef Demonstrations

### 2016 FACTS

**Attendance:** 3,290

#### Geographic Composition of Attendees:

Coachella Valley — 37.2%

Out-of-Market — 62.8%

**Economic Impact:** \$818,357

**Chef Participants:** 29

**Restaurant Participants:** 52

**Wineries & Spirits:** 79

**Craft Breweries:** 10

**Sponsors & Partners:** 54

#### Charities/Donations Made:

The Friends of the 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.*