

A chef in a white uniform is speaking at a podium. The podium is equipped with various kitchen tools, including a wooden knife block, glass bottles, and a white container. The background is dark with some colorful floral arrangements.

PALM DESERT FOOD & WINE

PRESENTED BY
AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 24–26, 2023

2023 PARTNER SUMMARY

This **11th annual** food and wine event was held on El Paseo in Palm Desert, California.



42
FOOD, WINE, AND SPIRIT EXPERIENCES, INCLUDING

- 15 CELEBRITY CHEF DEMONSTRATIONS
- 10 CELEBRITY CHEF BOOK SIGNINGS
- 6 ANCILLARY TASTING EXPERIENCES
- 4 SILENT AUCTIONS
- 2 GRAND TASTINGS
- 2 CELEBRITY CHEF DINNERS
- 1 JAMES BEARD GOURMET LUNCHEON
- 1 SUNDAY BRUNCH
- 1 CELEBRITY CHEF RECEPTION



891+
STAFF, SPONSORS, AND TALENT ANIMATED THE EVENT, INCLUDING:

- 325 VOLUNTEERS
- 300 STAFF
- 115 CULINARY STUDENTS
- 45 WINERIES
- 35 RESTAURANTS
- 27 SPONSORS AND PARTNERS
- 18 CELEBRITY & LOCAL CHEFS
- 16 VENDORS
- 7 SPIRIT BRANDS
- 3 CRAFT BREWERIES



\$22,025
CUMULATIVELY RAISED FOR FIND FOOD BANK AND THE JAMES BEARD FOUNDATION AS A RESULT OF PALM DESERT FOOD & WINE ACTIVITIES

“The evening was fabulous. Setting was beautiful, presenter was engaging, and fun!”

– *Fredi Bensdorf (Chicago, Illinois)*

“The space was great, food was awesome, the chefs were very entertaining. Overall, spectacular event!”

– *Skip Hackney (St. Louis Park, Minnesota)*

“Beautiful venue with great chefs and vineyards/wineries. Sunny and 71 degrees which was a nice change from the cold rainy weather in San Clemente.”

– *Ellen Oughton (San Clemente, California)*

“It was amazing with diverse food and drink, a lovely environment setup, and lots of product to find out about!”

– *Sheri Mersola (Burbank, California)*

“This year’s restaurant selections were excellent.”

– *Stacia Young (Rancho Mirage, California)*

“The restaurants brought great food items to try. All the wines were wonderful. The event flowed well and didn’t seem to crowded. I also enjoy the cooking demos.”

– *Suzanne Young (La Quinta, California)*

“It was fabulous! Fantastic food and wine, amazing and talented chefs, fun demonstrations and tastings. It was outstanding!”

– *Lois Vanderhoof (Regina, Saskatchewan, Canada)*

“Experience was great. Got to taste a wide variety of wines we have not tried before. Food offerings were phenomenal. Appreciated having other options as well; tequila, whiskey, dates, etc.”

– *Marilyn Manfredi (Fairfield, California)*

“From the directions while waiting in line to the easy to navigate setup, this was a very well organized event. My wife and I had a great time and we are already making plans for next year.”

– *Chris Bonjour (Palm Sprngs, California)*

“The was the absolute best event ever! We have been coming for 10+ years. This year seemed more organized with plenty of food and wine.”

– *Michael Harn (Rialto, California)*

“Great vendors on the food and wine side, amazingly well coordinated event with lots to do.”

– *Thomas Scala (Las Vegas, Nevada)*

“The celebrity chef demonstrations were great because they felt so intimate.”

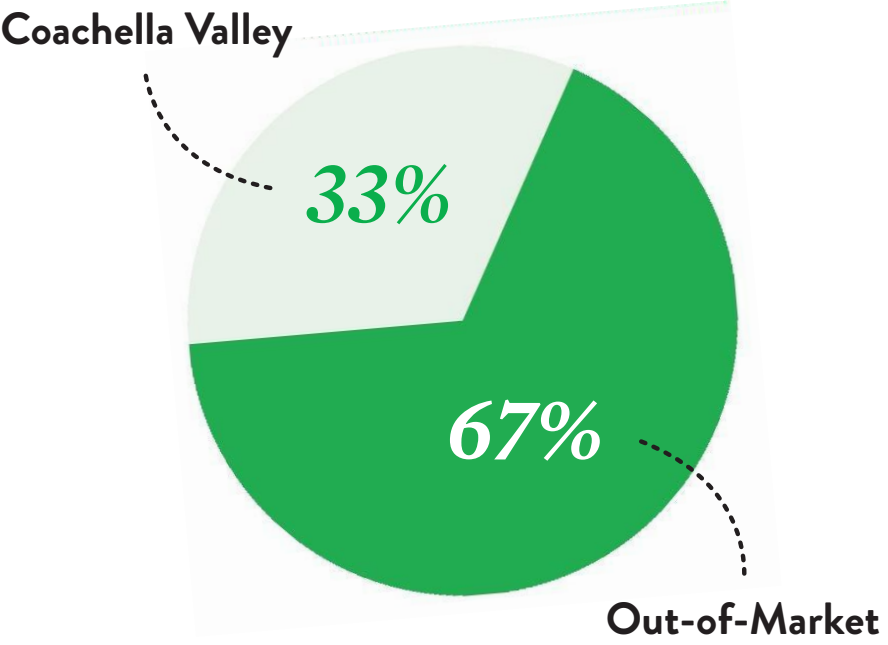
– *Gregg Scott (Palm Desert, California)*

A row of white square plates containing a salad with green leafy vegetables, strawberries, and small round bread rolls. The plates are arranged in a perspective view, receding into the background. The central plate is in sharp focus, showing the texture of the greens, the vibrant red of the strawberries, and the golden-brown crust of the bread rolls. The background plates are blurred, creating a sense of depth. A green horizontal line is positioned below the text.

ATTENDANCE +
GEOGRAPHIC COMPOSITION



GEOGRAPHIC COMPOSITION



29%
 OF 2023 ATTENDEES
 CAME TO THE AREA
 SPECIFICALLY FOR
 PALM DESERT FOOD & WINE

- ATTENDEES FROM MANY STATES INCLUDING:**
- ARIZONA
 - COLORADO
 - CONNECTICUT
 - FLORIDA
 - ILLINOIS
 - INDIANA
 - KANSAS
 - MARYLAND
 - MASSACHUSETTS
 - MICHIGAN
 - MINNESOTA
 - MISSOURI
 - NEBRASKA
 - NEVADA
 - NEW YORK
 - NORTH CAROLINA
 - NORTH DAKOTA
 - OHIO
 - OKLAHOMA
 - OREGON
 - PENNSYLVANIA
 - SOUTH DAKOTA
 - TENNESSEE
 - TEXAS
 - UTAH
 - WASHINGTON
 - WISCONSIN

CALIFORNIA (TOP FOUR REGIONS)

Greater Los Angeles	17%
Orange County	5%
San Diego County	3%
Northern California	5%

OUTSIDE CALIFORNIA

Northeast	2%
Midwest	10%
South	5%
West (excluding California)	14%
Canada	2%

DEMOGRAPHICS



AGE

10%
26-45

18%
46-55

41%
56-65

31%
66+

HOUSEHOLD INCOME

9%
\$50k-\$99k

12%
\$100-\$149k

14%
\$150k-\$199k

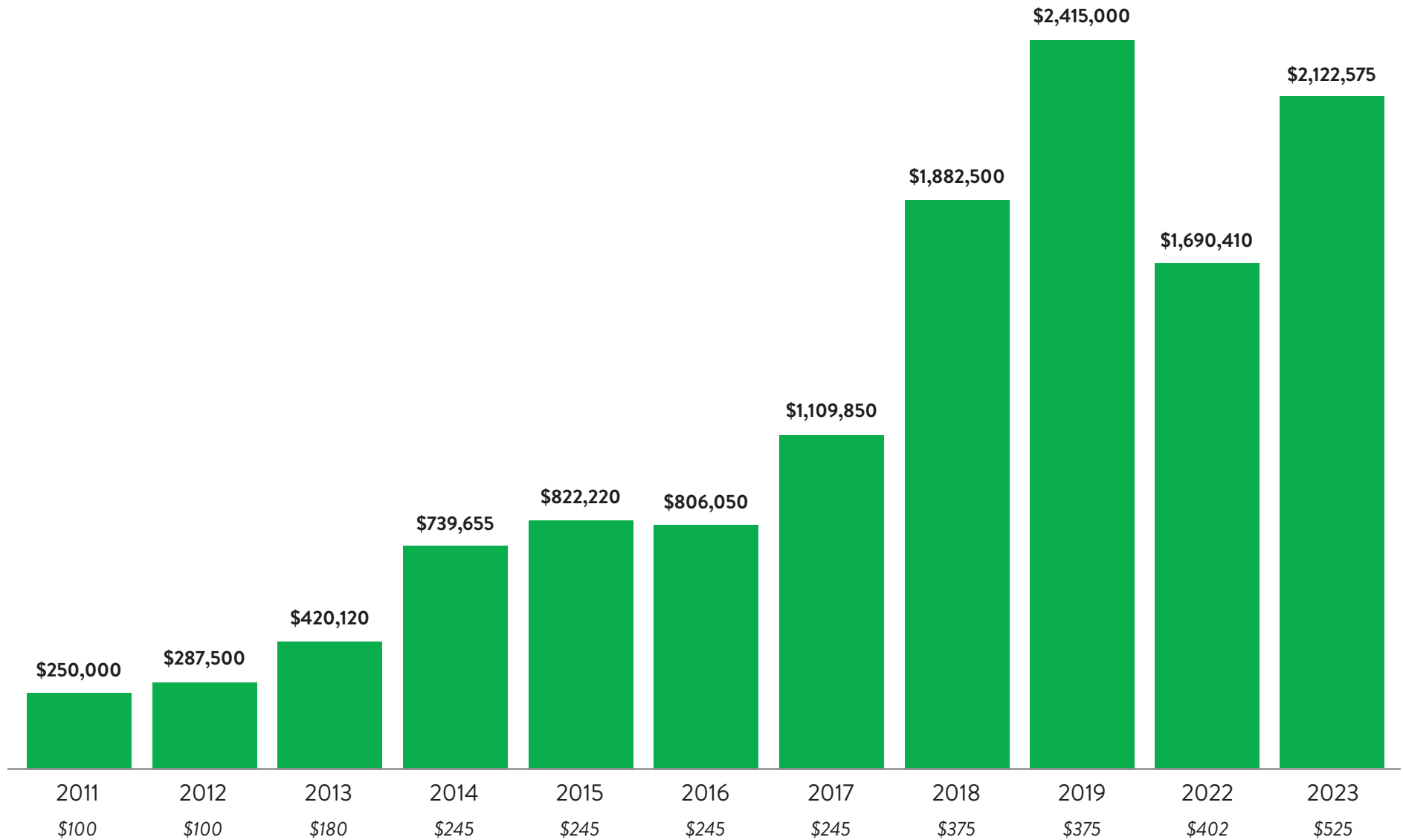
43%
\$200k+



ECONOMIC IMPACT



The economic impact to greater Palm Desert was **\$2,122,575** in 2023.



Source: Modernism Week 2023 Economic Impact (\$525 per person)

MEDIA + MARKETING PROMOTIONAL VALUE



MEDIA + MARKETING PROMOTIONAL VALUE

Palm Desert Food & Wine's 2023 media and marketing coverage total value of **\$1,560,761** resulted in **161,659,348** impressions to expose and brand El Paseo as a premier Southern California shopping destination.

EDITORIAL AND
PUBLIC RELATIONS VALUE
(6,368,562 TOTAL IMPRESSIONS
ACROSS ALL CHANNELS)

\$426,600

PRINT ADVERTISING VALUE
(166,551 TOTAL COPIES DISTRIBUTED
AND 1,463,861 TOTAL READERSHIP)

\$135,462

PRINTED COLLATERAL VALUE
(42,963 UNITS PRINTED)

\$92,125

SOCIAL MEDIA VALUE
(2,563,411 VIEWS / IMPRESSIONS)

\$484,642

ONLINE ADVERTISING VALUE
(200,000 BANNER IMPRESSIONS /
2,906,320 NEWSLETTER IMPRESSIONS)

\$315,632

TELEVISION ADVERTISING VALUE
(2,180 SPOTS /
140,943,540 AUDIENCE EXPOSURE)

\$78,000

RADIO ADVERTISING VALUE
(432 SPOTS /
13,654 AUDIENCE EXPOSURE)

\$10,800

DIGITAL BILLBOARD VALUE
(7,200,000 IMPRESSIONS)

\$17,500

PALM DESERT FOOD&WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Golden on El Paseo | March 24-26, 2023

Fabio Viviani Hosted Dinner - Thursday, March 23, 2023 • 6 pm
James Beard Awarded Four-Course Luncheon - Friday, March 24, 2023 • 10:30 am
Celebrity Chef Reception - Friday, March 24, 2023 • 6 pm
Cake-Off with Yolanda Garza & Zac Young - Saturday, March 25, 2023 • 10 am
Saturday Grand Tastings - Saturday, March 25, 2023 • 11 am
Aarti's Date Paarti presented by California Dates - Saturday, March 25, 2023 • 1 pm
Wine Dinner with Celebrity Chef Curtis Stone - Saturday, March 25, 2023 • 6 pm
Sunday Grand Tastings featuring Curtis Stone - Sunday, March 26, 2023 • 10:00 pm

palmdesertfoodandwine.com

PALM DESERT FOOD&WINE
AGUA CALIENTE CASINOS
at The Golden on El Paseo | March 24-26, 2023

**Wine Dinner with
Celebrity Chef Curtis Stone**
featuring Unshackled and Saldo Wines
by The Prisoner Wine Company

Saturday, March 25, 2023
6 pm VIP Meet & Greet • 7 pm Dinner

Join Michelin starred chef **Curtis Stone** for this three-course dinner and wine pairing with special guest, "Shannon of Culin" **Yolanda Garza**. Your wine pairing is complimentary to the three-course dinner. Additionally, it simultaneously wine auction offers an opportunity to take home perfectly crafted personal items. A portion of sales proceeds benefits FWD Food Bank.

CURTIS STONE
Michelin Starred Chef, Unshackled Wines, The Prisoner Wine Company

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PALM DESERT FOOD&WINE
AGUA CALIENTE CASINOS
at The Golden on El Paseo | March 24-26, 2023

**The Penney & Parlour Presents:
An Evening with Fabio Viviani**

Thursday, March 23, 2023 • 6 p.m. Reception • 7 p.m. Dinner

Meet celebrity chef **Fabio Viviani** and experience the elevated atmosphere in the newly renovated Desert Country Club. The chef and hospitality developer, who was a fan favorite on *Top Chef*, prepares a menu that is the chef's ready-to-eat lounge and restaurant, **The Penney & Parlour**. The evening begins with champagne in the gallery, followed by a three-course lunch for your eyes and appetite with wine pairings, joyfully prepared by **The Penney & Parlour's** renowned chef **Zoe Butler**. (University of Mississippi) and **Agencia** and **Saldo** wines. Designed to be an all-inclusive event for all attendees and guests alike, this fine dining experience was that will surely bring.

Desert Salute
Desert Island Country Club, 7577 Frank Sinatra Drive, Rancho Mirage, CA 92270

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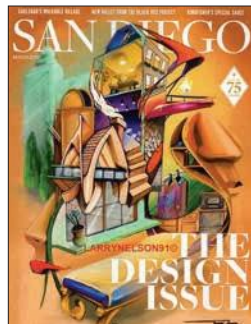
PALM DESERT FOOD&WINE
AGUA CALIENTE CASINOS
at The Golden on El Paseo | March 24-26, 2023

**Aarti's Date Paarti
presented by California Dates**
Saturday, March 25, 2023 • 1-2 p.m.

Celebrity chef, television personality, and cookbook author **Aarti Sengupta** joins local date farmer and educator **Mark Taylor** for an informative session on the California Date's nutrition facts. This interactive experience touches on the date farming process and the health benefits of dates and includes a wonderful cooking demonstration using a variety of locally grown California Dates. Both items are enjoyed, delighted, and better informed on how to use the beloved superfruit in your next recipe.

Location: The Golden on El Paseo, west side, upper level parking deck, 75 545 El Paseo, Palm Desert, CA 92260

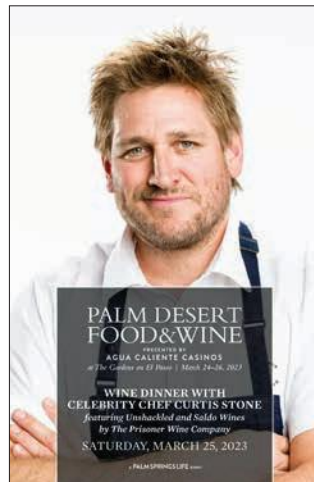
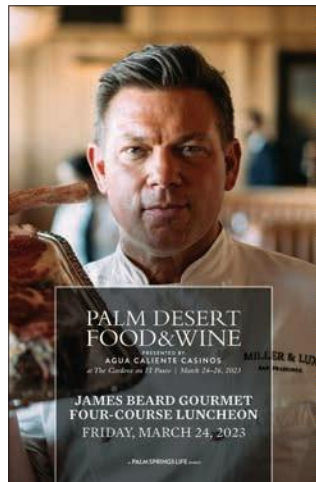
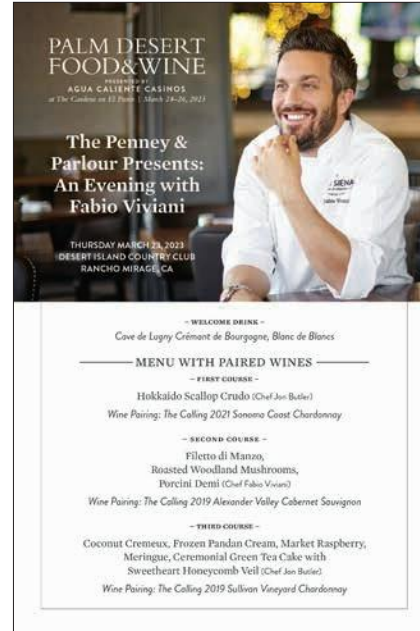
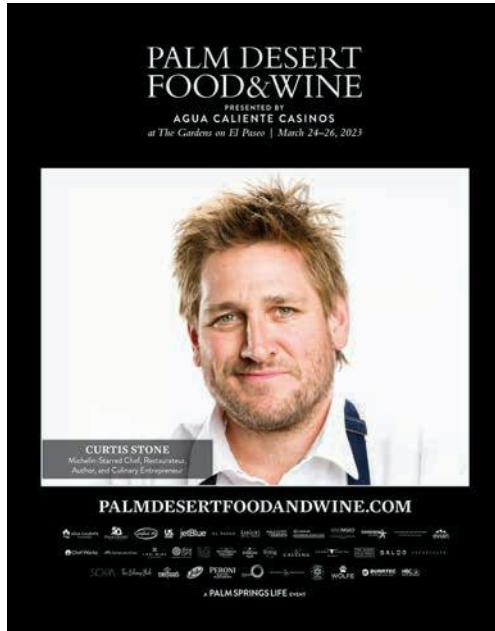
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PRINT ADVERTISING VALUE
(166,551 TOTAL COPIES
DISTRIBUTED AND 1,463,861
TOTAL READERSHIP)

\$135,462

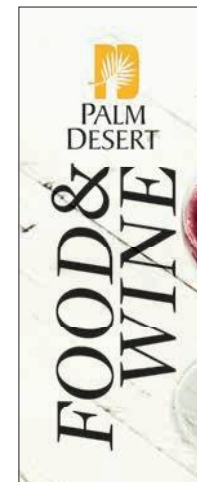
- LOS ANGELES MAGAZINE
- SAN DIEGO MAGAZINE
- ORANGE COAST MAGAZINE
- PALM SPRINGS LIFE ANNUAL ISSUE
- PALM SPRINGS LIFE
- THE GUIDE
- PALM SPRINGS LIFE HOMES
- HOME+DESIGN
- TASTE
- FOOD & WINE PROGRAM

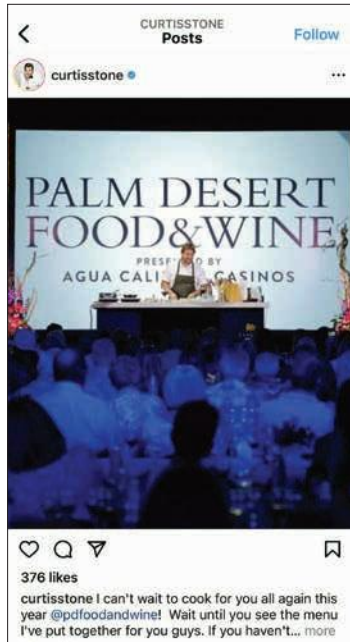


PRINTED COLLATERAL VALUE
(42,963 UNITS PRINTED)

\$92,125

- POSTERS
- RACKCARDS
- POSTCARDS
- RECIPE CARDS
- STREET SIGNS
- ASSORTED BOOKLETS





SOCIAL MEDIA VALUE
(2,563,411 VIEWS / IMPRESSIONS)
\$484,642



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PALM SPRINGS LIFE

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 24-26, 2023

An Evening with Celebrity Chef Curtis Stone




With Special Guest **YOLANDA GAMPP**

Saturday, March 25, 2023
6 pm VIP Meet & Greet
7 pm Dinner

Join Michelin-starred chef Curtis Stone for this three-course dinner and wine pairing with special guest "Beyonce of Cakes" Yolanda Gampp. Treat your inner epicurean as they take you on a flavorful journey. Additionally, a simultaneous wine auction offers an opportunity to take home perfectly crafted artisanal wines. A portion of ticket proceeds benefits FIND Food Bank.

TICKETS

SPONSORED BY



A PALM SPRINGS LIFE EVENT

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 24-26, 2023

Aarti's Date Paarti
PRESENTED BY CALIFORNIA DATES
March 25, 2023



GET TICKETS

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 24-26, 2023

For the Love of Cheese... and Wine!
with **Afrim Pristine**
March 23, 2023



TICKETS

ONLINE ADVERTISING VALUE
(200,000 BANNER IMPRESSIONS /
2,906,320 NEWSLETTER IMPRESSIONS)

\$315,632

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
March 24-26, 2023




PLAN TO JOIN CELEBRITY CHEFS
Tyler Florence & Fabio Viviani

TICKETS

JOIN CELEBRITY CHEF TYLER FLORENCE AT
PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
March 24-26, 2023



GET TICKETS

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS




Wine Dinner with Celebrity Chef Curtis Stone
FEATURING UNSHACKLED AND SALDO WINES
Saturday, March 25, 2023

GET TICKETS

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS

The Penney & Parlour Presents:
An Evening with Fabio Viviani
March 23, 2023



GET TICKETS

Desert Island

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PALM SPRINGS LIFE

PALM DESERT FOOD & WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 24-26, 2023




CAKE-OFF
WITH **YOLANDA GAMPP & ZAC YOUNG**

Saturday, March 25, 2023
10-11 am Baking Battle

Dessert heavyweights go head-to-head in this year's baking battle. YouTube sensation Yolanda "Beyonce of Cakes" Gampp competes against the pastry pundit and sprinkle master of PieCaken Bakeshop Zac Young in this baking brawl.

Location: Tent 3, The Gardens on El Paseo, west side, upper level parking deck, 73-545 El Paseo, Palm Desert, CA 92260

TICKETS

SPONSORED BY



A PALM SPRINGS LIFE EVENT

TELEVISION, RADIO, AND DIGITAL BILLBOARD

TELEVISION ADVERTISING VALUE
(2,180 SPOTS /
140,943,540 AUDIENCE EXPOSURE)

\$78,000



RADIO ADVERTISING VALUE
(432 SPOTS /
13,654 AUDIENCE EXPOSURE)

\$10,800

DIGITAL BILLBOARD VALUE
(7,200,000 IMPRESSIONS)

\$17,500



LOS ANGELES:

(10 billboards daily, rotating within a 16 billboard system)

1. I-60 & 57
2. I-10 & 605
3. I-10 & Convention Center Way
4. Sunset Blvd next to Roxy Theatre
5. Santa Monica Blvd & La Brea
6. 170 & Hollywood Blvd
7. I-5 & 710
8. 605 & Los Angeles St
9. 210 & S. Azusa Ave
10. I-60 & Fairway Drive
11. I-15 & 210
12. I-10 & Cherry Ave
13. I-15 & Milliken
14. I-5 & Scout Ave
15. 91 & Palisades Drive
16. 91 & Paseo Grande

SAN DIEGO:

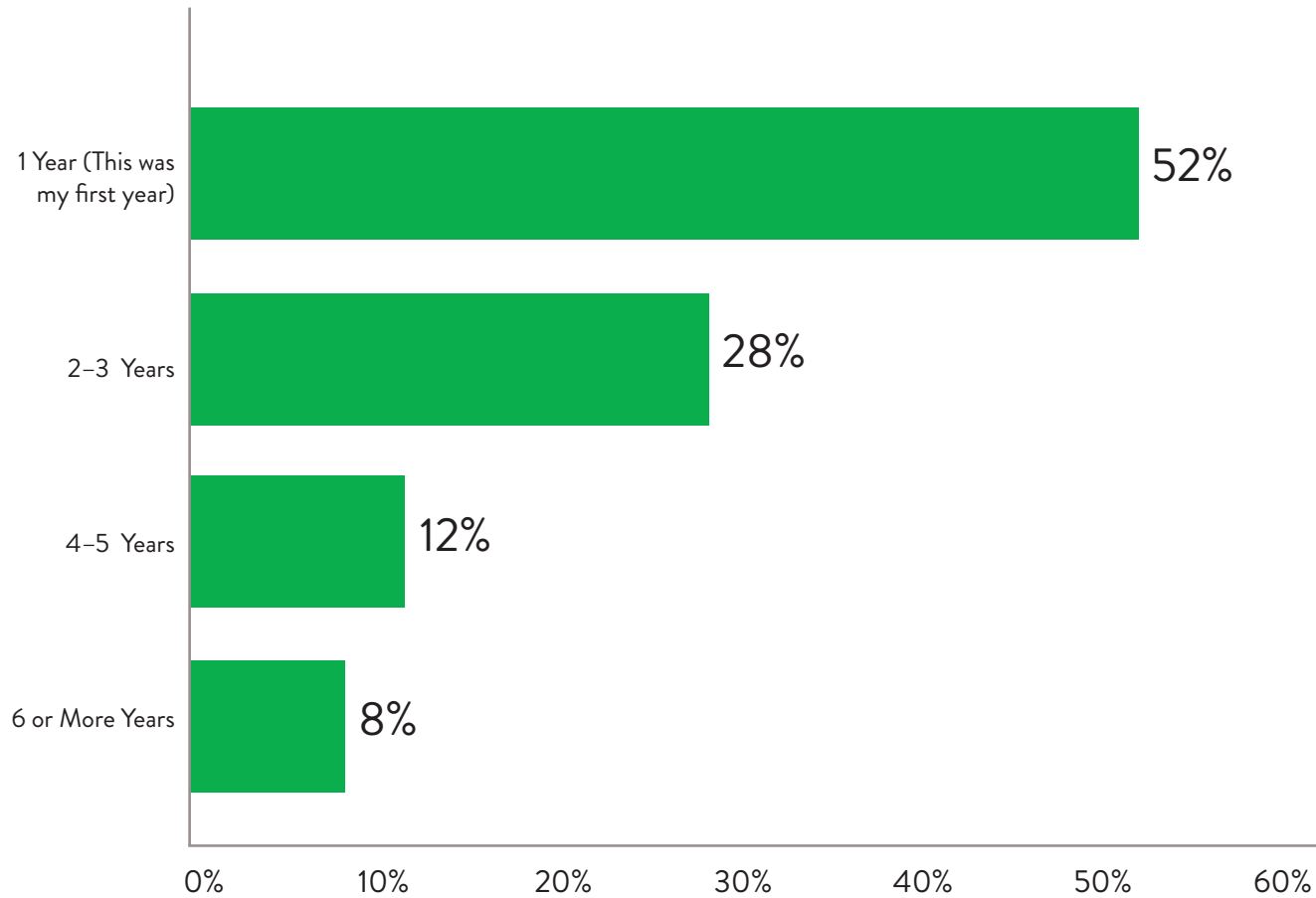
(10 billboards daily, rotating within a 14 billboard system)

1. I-8 & 95
2. I-8 & 1st Ave
3. I-15 & 52
4. I-5 & 52
5. I-15 & Miramar Road
6. I-5 & Sorrento
7. I-8 & Waring Road
8. I-8 & 805
9. I-5 & Garnett
10. 52 & Mission Gorge
11. 125 & Lake Murray
12. 125 & University Ave
13. I-15 & Adams
14. 163 & Friars

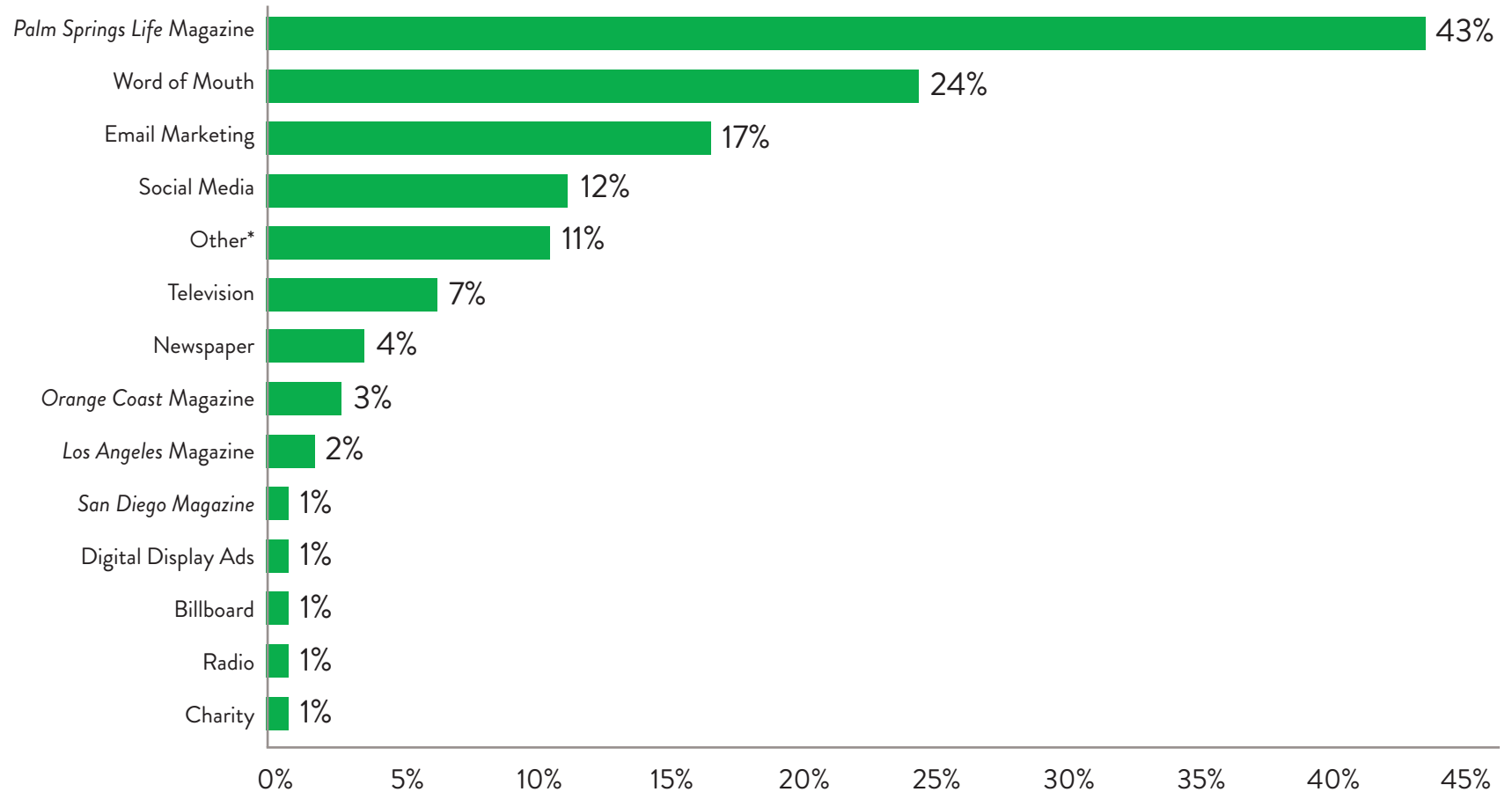
SURVEY RESULTS



How many years have you been attending?

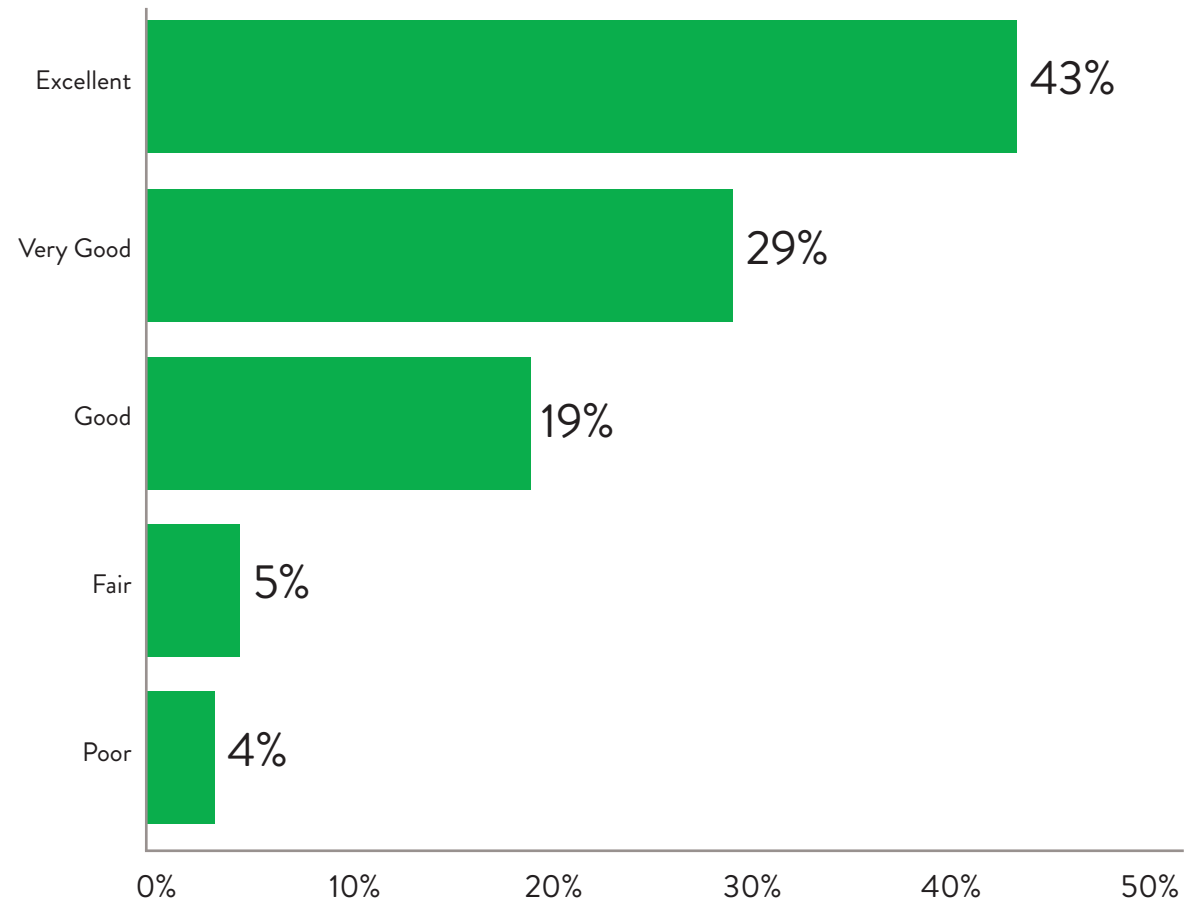


How did you learn about Palm Desert Food & Wine 2023?
(Please check all that apply)

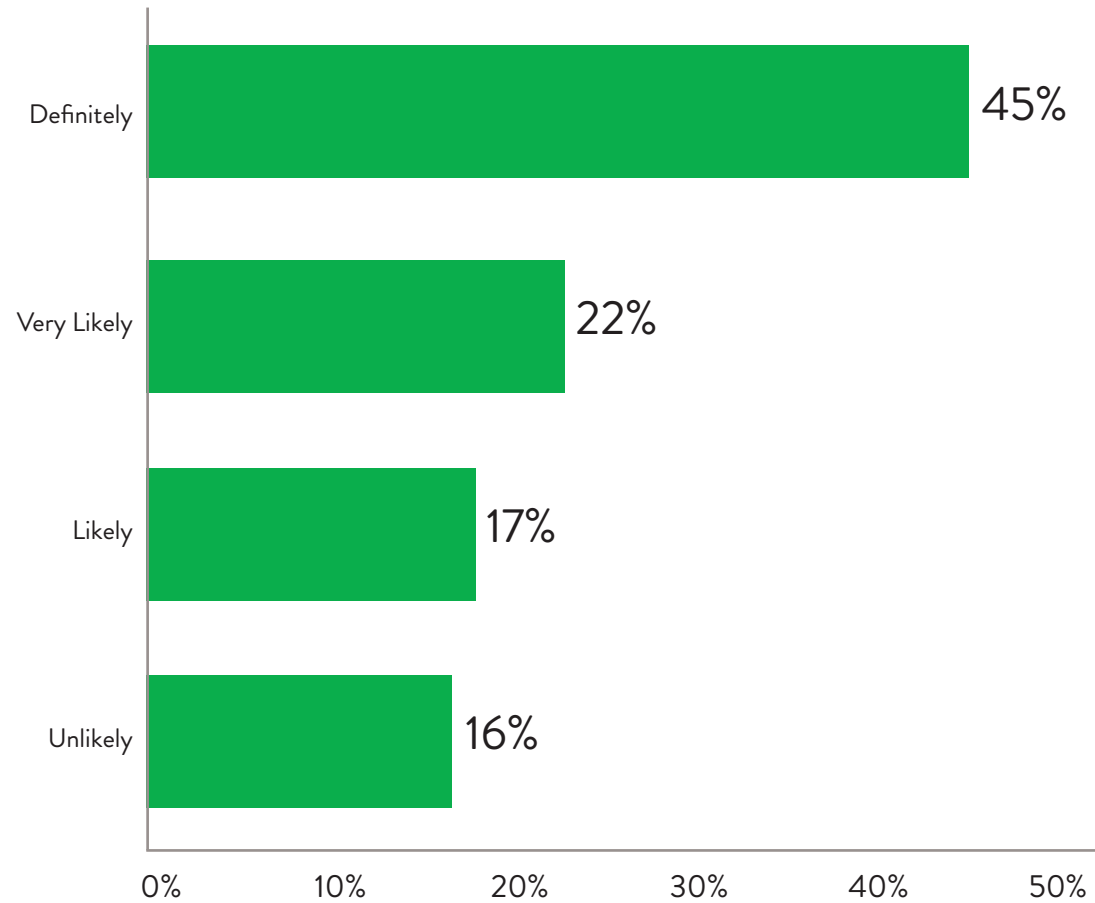


*Other Includes: Past Attendee, Google Search, & El Paseo Signage

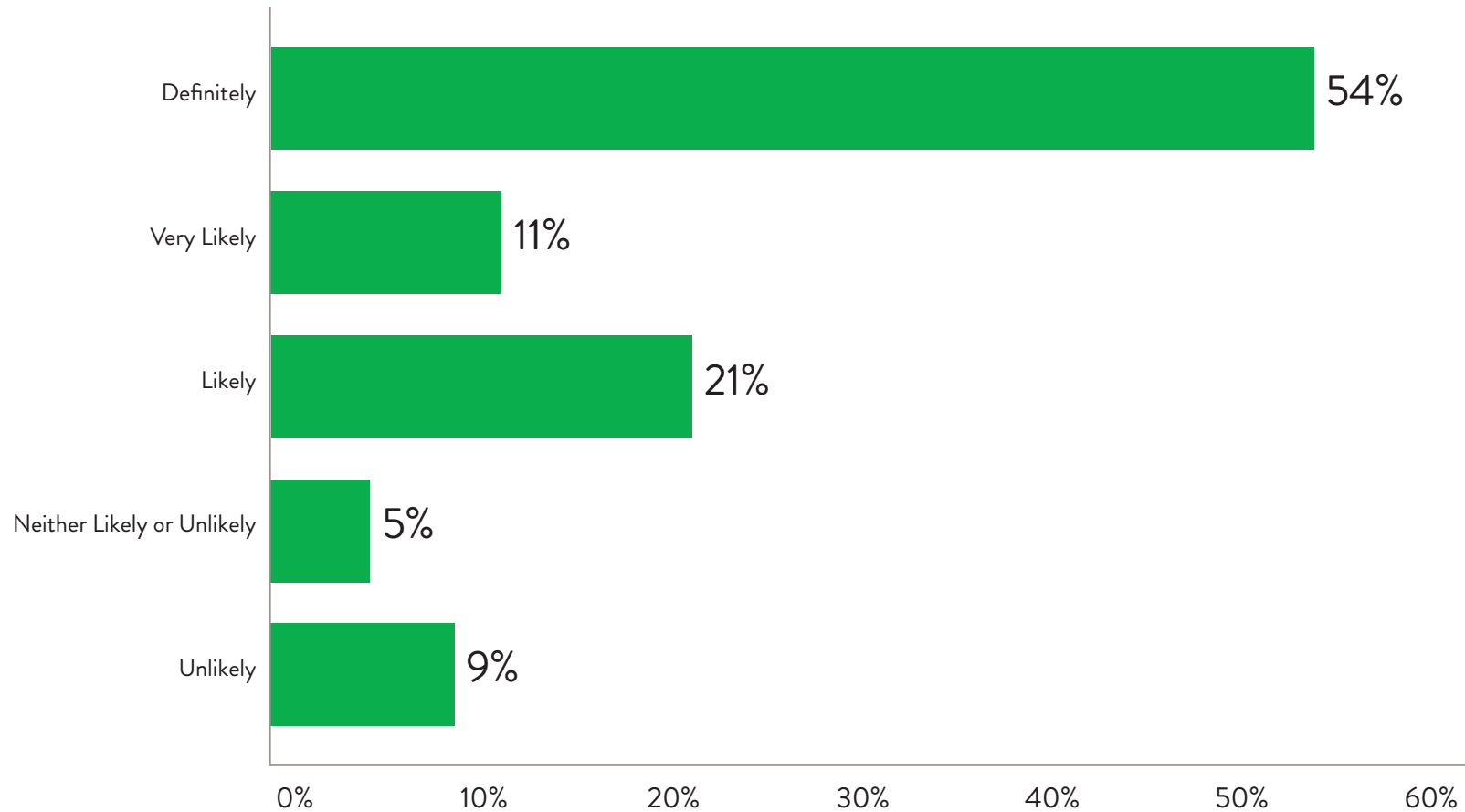
How would you rate your overall experience at this year's event?



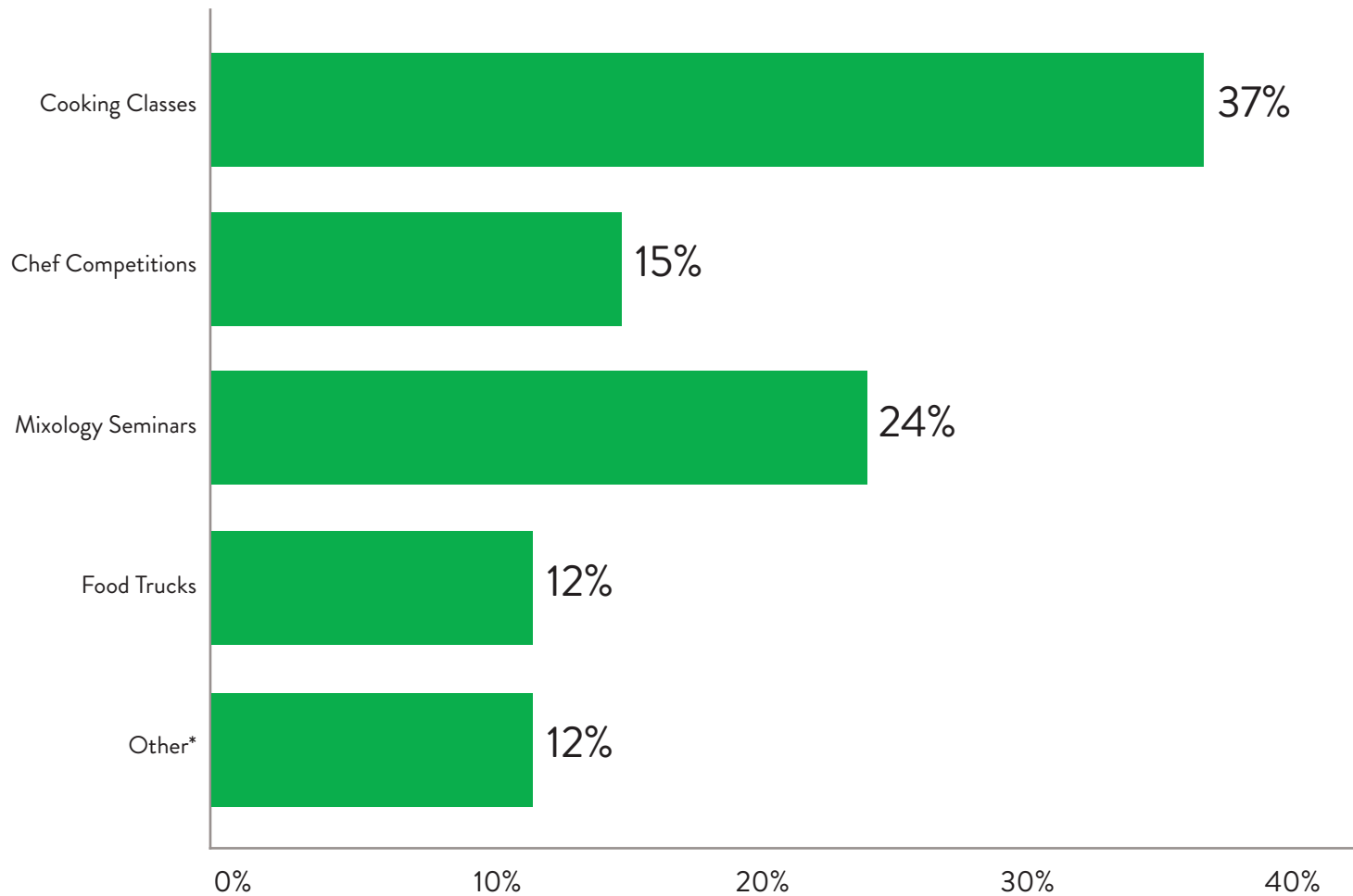
How likely are you to attend Palm Desert Food & Wine in the future?



How likely are you to recommend Palm Desert Food & Wine to a friend, family member, or colleague?

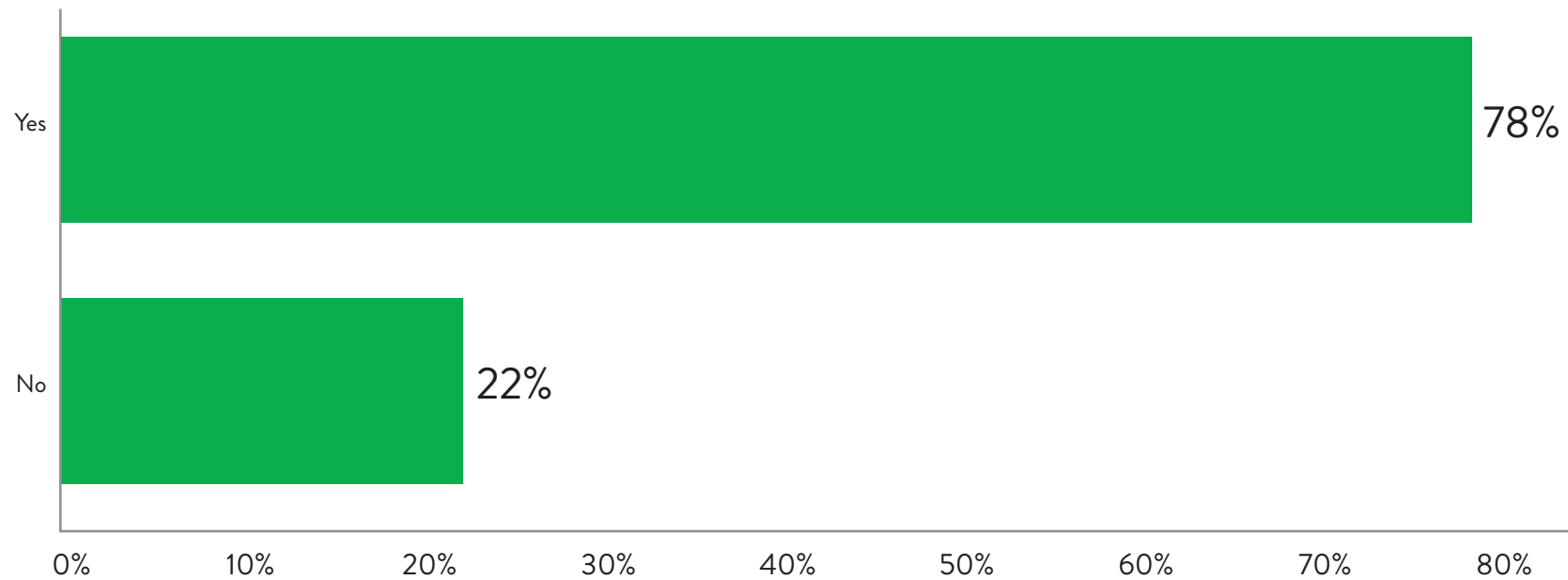


What additional activities would you like to see added to the event?
(Please check all that apply)

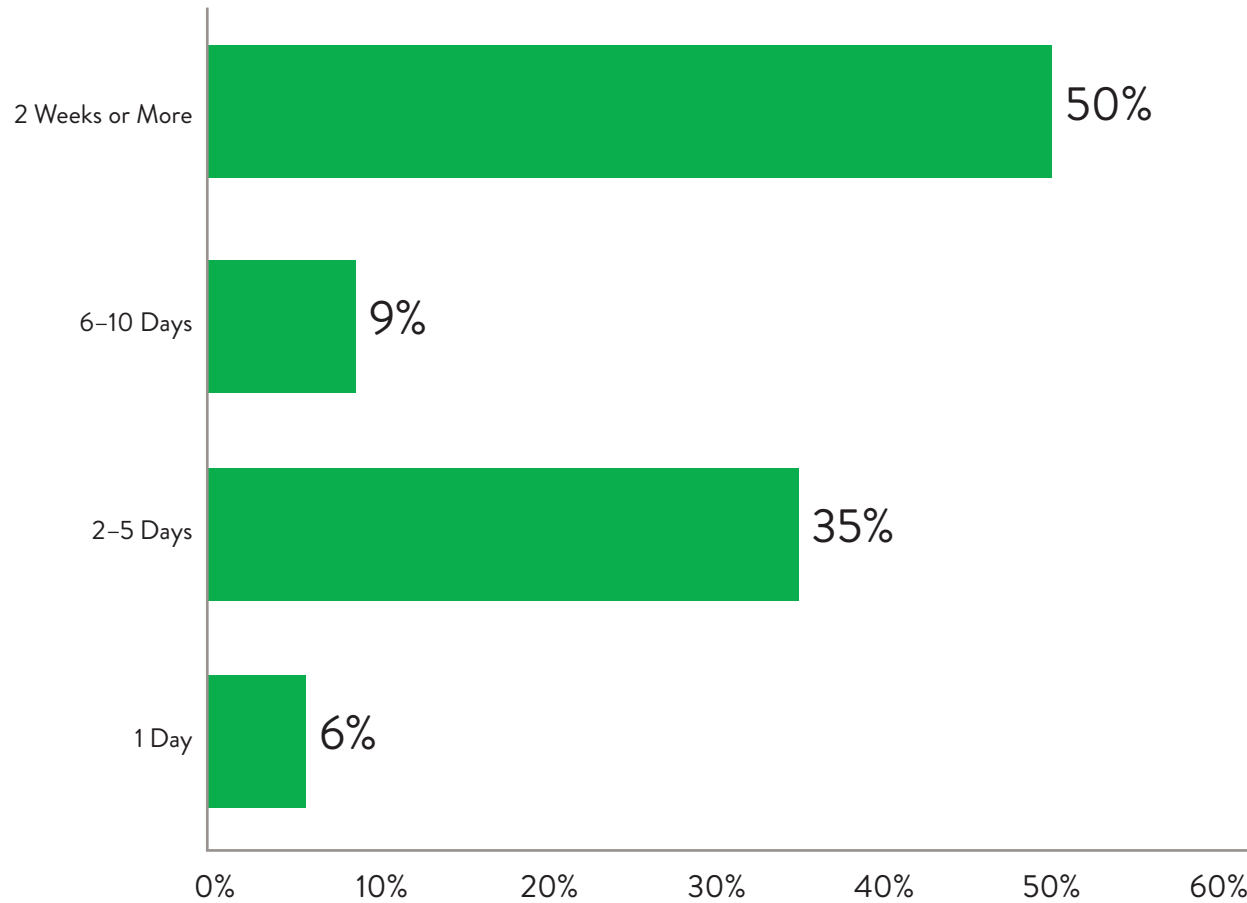


*Other Includes: Wine Comparison Classes, Hands-on Cooking Classes, More Spirits Tastings & Live Music

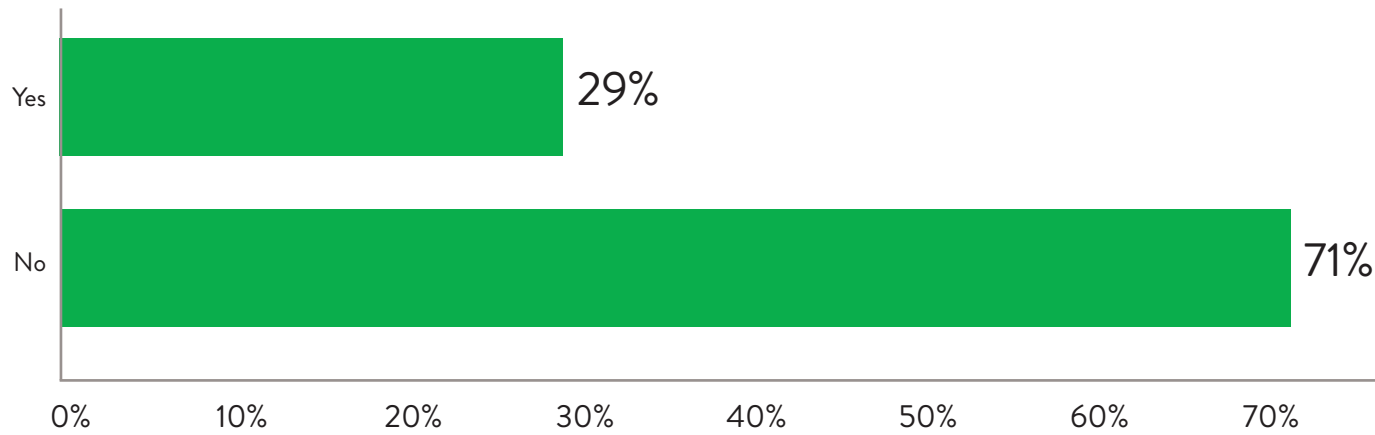
Did you stay overnight in the greater Palm Desert area?



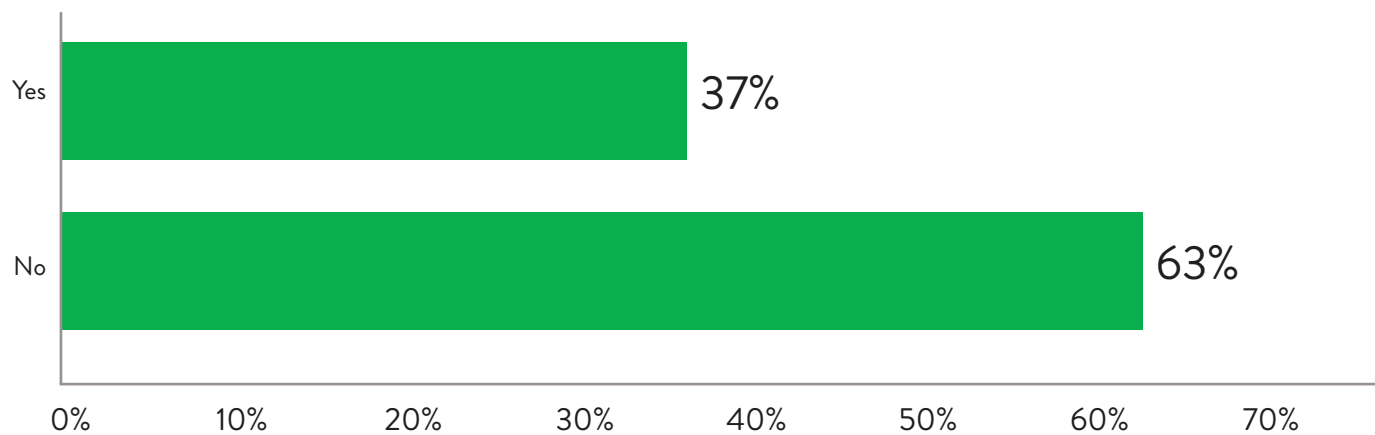
How long was your visit to greater Palm Desert area?



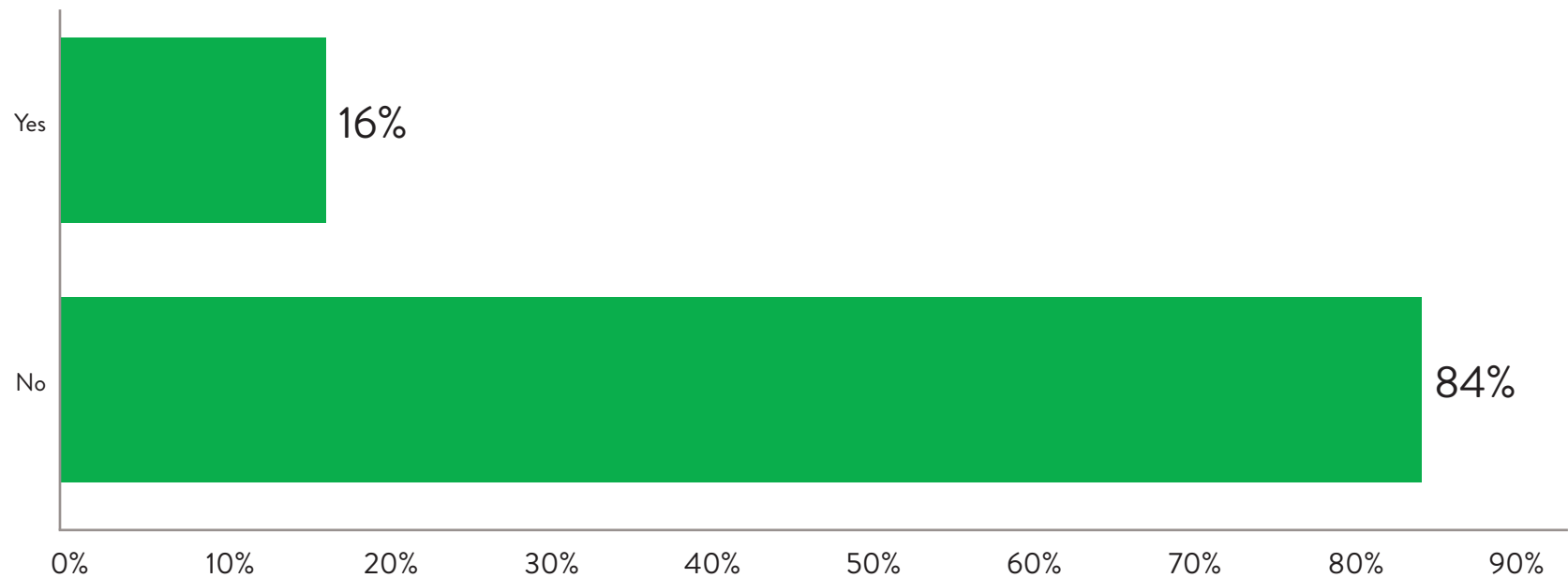
Did you travel here specifically for Palm Desert Food & Wine?



If you answered “Yes,” did you add days on either end to make your stay in the greater Palm Desert area longer?

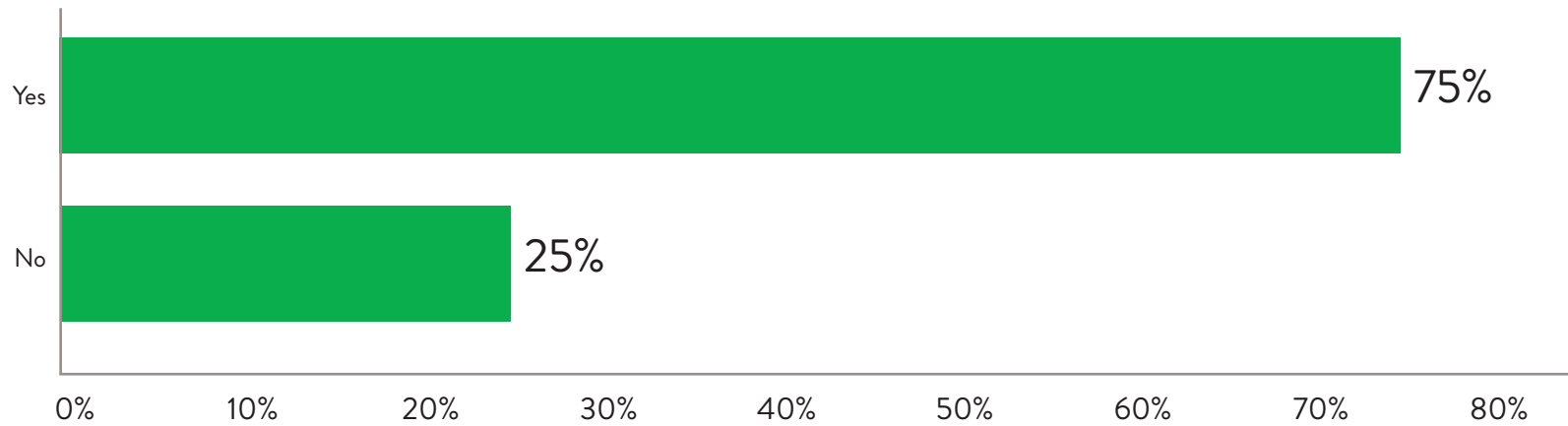


Did you fly to greater Palm Desert to attend Palm Desert Food & Wine?

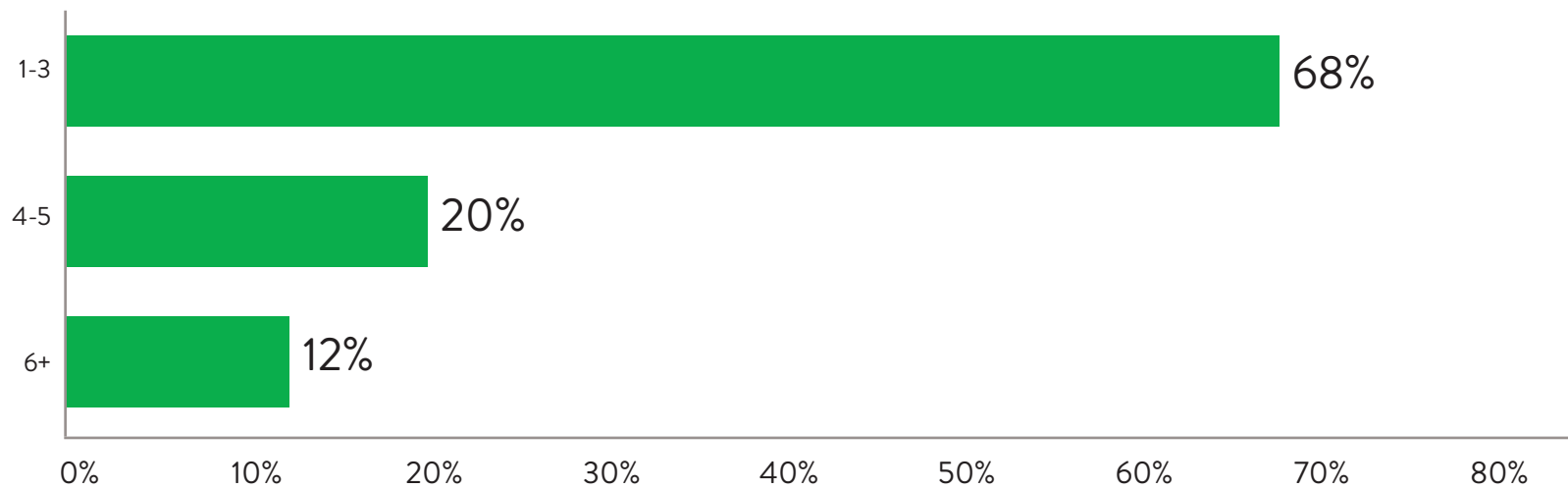


Airlines Flown Include: Alaska Airlines, American Airlines, Avelo Airlines, Delta Airlines, JetBlue, Southwest Airlines, United Airlines & WestJet

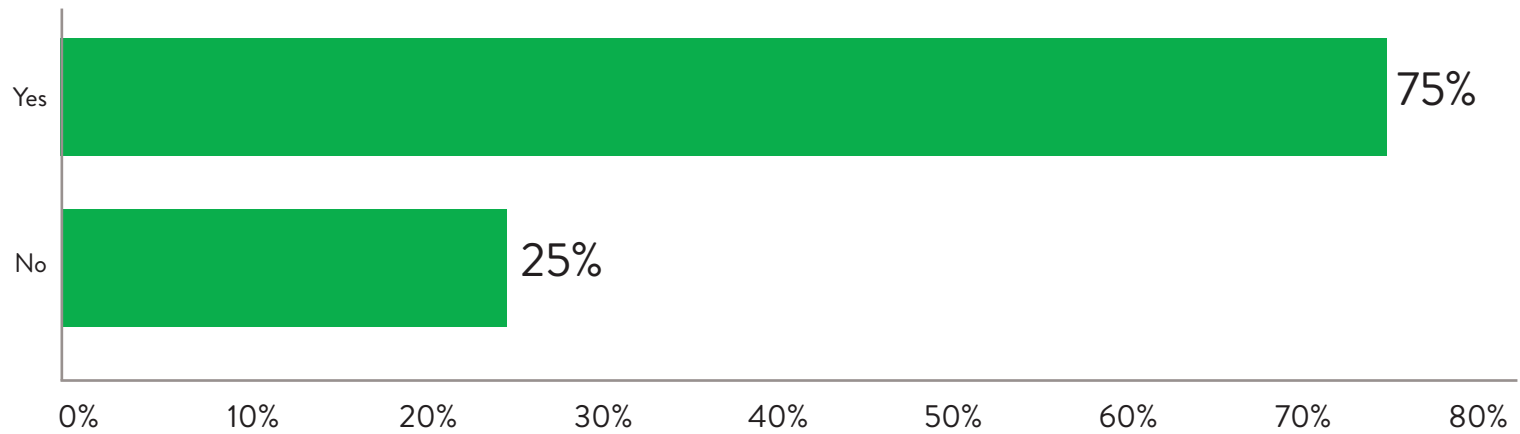
Did you dine out during Palm Desert Food & Wine?



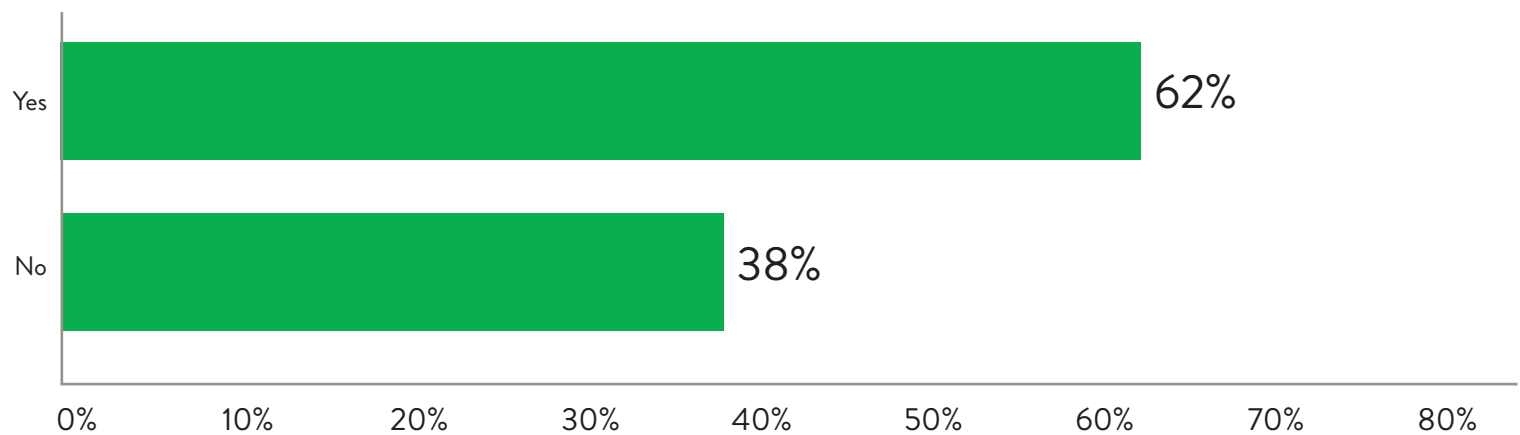
If you answered “Yes,” how many times did you dine out?



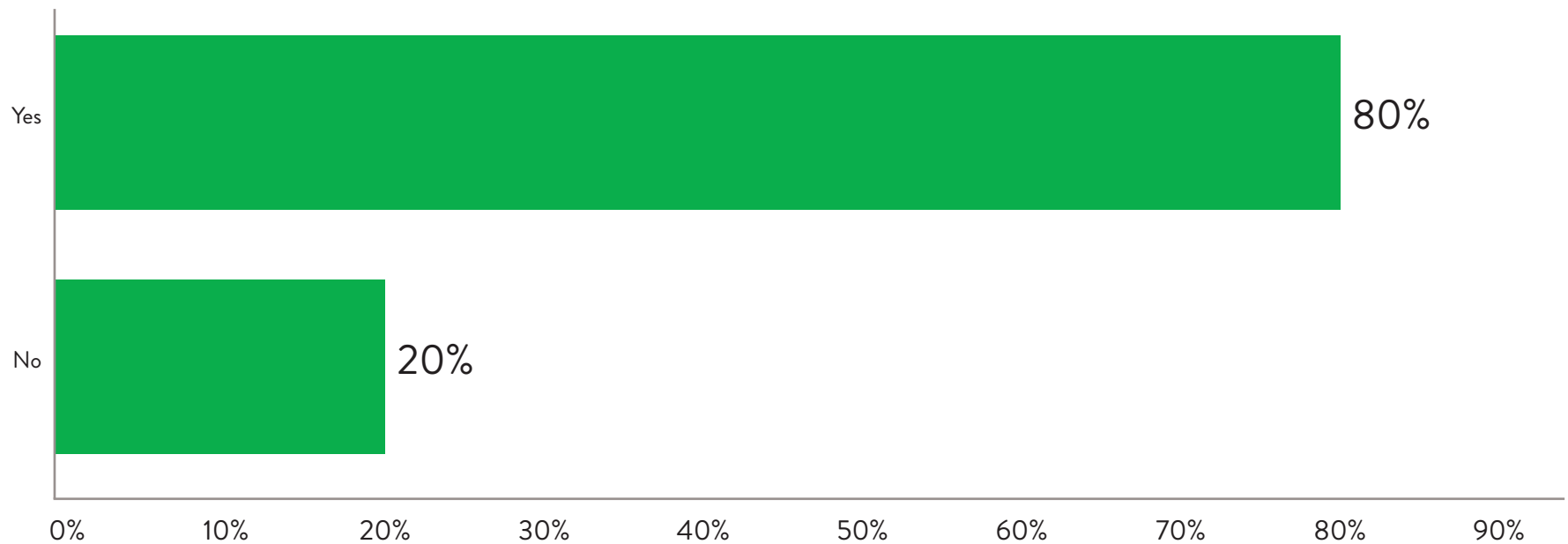
Did you visit the El Paseo Shopping District during your stay?



If you answered “Yes,” did you make any purchases?



Do you plan to attend Palm Desert Food & Wine next year?
(March 22-24, 2024)





#PDFW

PALM DESERT
FOOD & WINE
PRESENTED BY
AGUA CALIENTE CASINOS

#PDFW

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MEDIA SPONSOR







Thank You!

Let Palm Desert Food & Wine work for you – call us today

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PALM SPRINGS LIFE

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A PALM SPRINGS LIFE EVENT

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