

PALM DESERT FOOD & WINE

PRESENTED BY
AGUA CALIENTE CASINOS

at The Gardens on El Paseo | March 21–24, 2024

2024 PARTNER SUMMARY

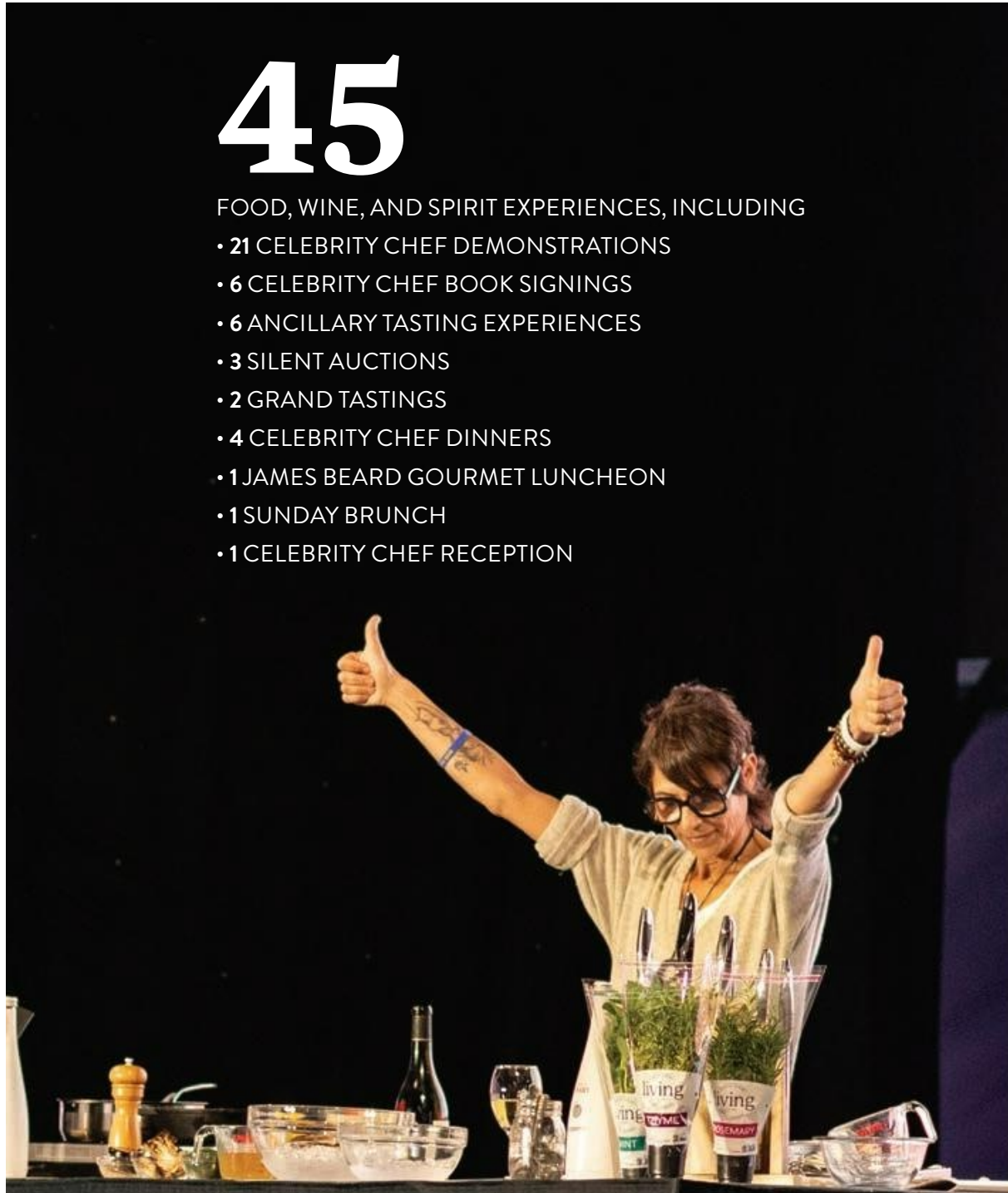


This **12th annual** food and wine event was held on El Paseo in Palm Desert, California with additional culinary activations held throughout the Coachella Valley.

45

FOOD, WINE, AND SPIRIT EXPERIENCES, INCLUDING

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



950+

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

- 345 STAFF
- 235 VOLUNTEERS
- 140 CULINARY STUDENTS
- 61 WINERIES
- 57 RESTAURANTS
- 48 SPONSORS AND PARTNERS
- 35 CELEBRITY & LOCAL CHEFS
- 15 VENDORS
- 14 SPIRIT BRANDS & CRAFT BREWERIES



\$24,030

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



“The Saturday and Sunday Grand Tastings were both superb with excellent food and plentiful wine while not being too crowded. The Sunday Jazz Brunch by Meg Bickford was also fun and the food was wonderful.”

– *Charles (Flagstaff, AZ)*

“I love the fact that you pay a set price and can go to the event without any additional cost. We were able to taste anything we wanted freely. So nice! The whole event was very well done.”

– *Caroline (Beaverton, OR)*

“I went with two girlfriends from out of town and we had the best time. Food was absolutely amazing. We added more restaurants to our ‘go to’ list. The tastings were very informative. We found new wines we otherwise wouldn’t have tried, learned about wineries in the area to try for another girls weekend. The crowd and vendors were very friendly and added to the excitement. Can’t wait for next year.”

– *Tracey (Mashpee, MA)*

“Loved the chefs chosen for this year.”

– *Constance (Palm Springs, CA)*

“The date farm tour was well organized, comfortable, fascinating, led by amazing farm families (the Kecks and the Aziz Farm couple), entertaining, educational, and it included a fantastic lunch out on the farm. We enjoyed every minute. We hope to do it again and more similar events. Five Stars.”

– *Marilynn (Palm Desert, CA)*

“I have attended the Taste of Washington for more than a decade, and must admit this event outshined it in all categories! The offering of food was the nicest surprise, the caliber and quantity and exceptional preparation really raised the bar.”

– *Sally (Seattle, WA)*

“I live in Northern California and I plan to come back next year with a group of friends so that we can enjoy all aspects of the events.”

– *Debra (Walnut Creek, CA)*

“Well organized. Line to enter moved quickly, tastings were spread apart and many to choose from, cooking demos had plenty of seating.”

– *Martine (Seattle, WA)*

“The venue (The Fletcher House) was spectacular and the perfect setting for the Celebrity Chef Reception. Being in the industry, I was able to see many of the San Francisco chefs that I’ve known over the years...”

– *Tracey (Rancho Mirage, CA)*

“Afrim Pristine event was great. The setting was very good and his passion for cheese was sensational and very entertaining. The cheese and wine tastings were also very good. The Sunday Grand Tastings was over the top. Everything we tasted was excellent. The vendor representatives were friendly and more than happy to discuss their wines and food. We loved it.”

– *Frank (Rancho Mirage, CA)*

“The Sunday Brunch was fantastic. Food was phenomenal. Sunday Grand Tasting was a great experience as well.”

– *Susan (Orange County, CA)*

“We loved everything about the event. The fast check-in, the food, the wine, the booths, the vendors. Everything!”

– *Gina (La Quinta, CA)*

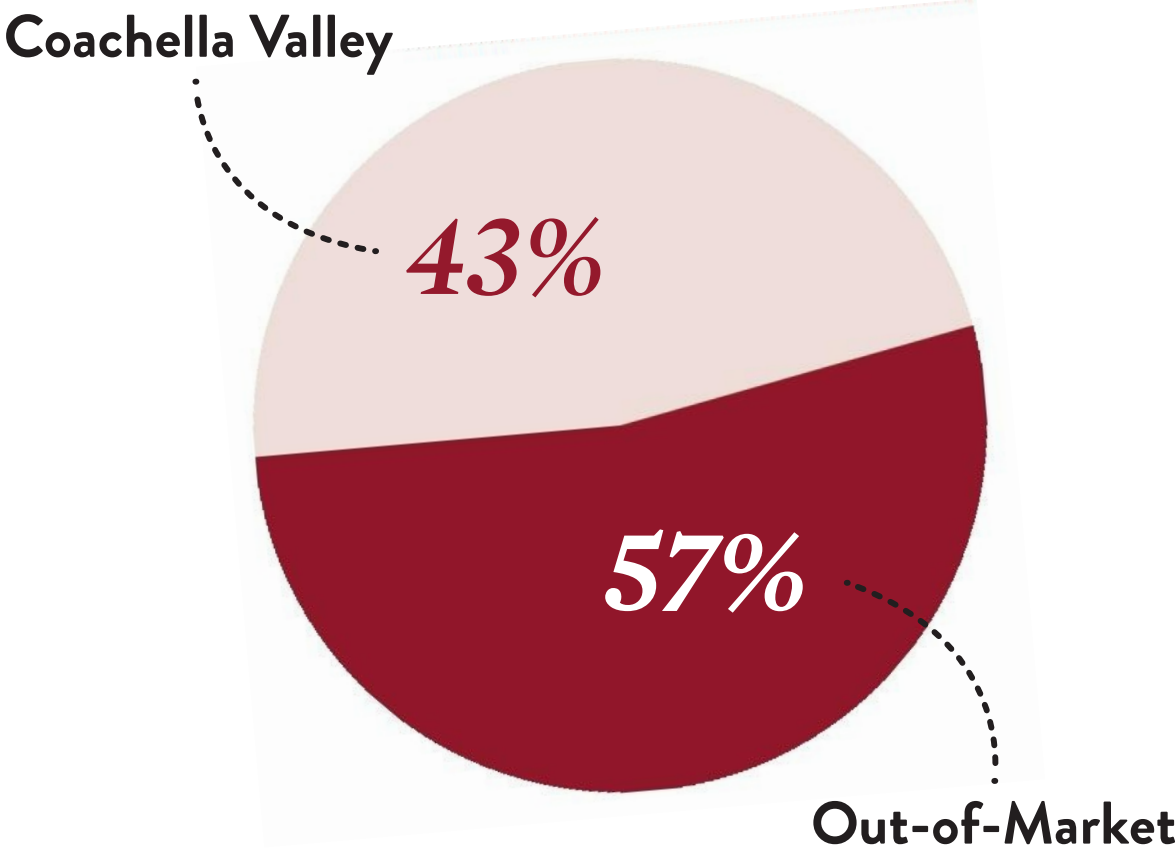
ATTENDANCE + GEOGRAPHIC COMPOSITION



ATTENDANCE GROWTH



GEOGRAPHIC COMPOSITION



ATTENDEES FROM MANY STATES INCLUDING:

- ARIZONA
- CALIFORNIA
- COLORADO
- CONNECTICUT
- FLORIDA
- GEORGIA
- IDAHO
- ILLINOIS
- IOWA
- KANSAS
- KENTUCKY
- LOUISIANA
- MAINE
- MARYLAND
- MASSACHUSETTS
- MICHIGAN
- MINNESOTA
- MONTANA
- NEBRASKA
- NEVADA
- NEW MEXICO
- NEW YORK
- NORTH CAROLINA
- OHIO
- OREGON
- TENNESSEE
- TEXAS
- UTAH
- VERMONT
- VIRGINIA
- WASHINGTON
- WISCONSIN

CALIFORNIA (TOP FOUR REGIONS)

Greater Los Angeles	11%
Orange County	4%
Northern California	4%
San Diego County	3%

OUTSIDE CALIFORNIA

West (excluding California)	13%
South	10%
Northeast	4%
Midwest	2%
Canada	2%

44%
 OF 2024 ATTENDEES
 CAME TO THE AREA
 SPECIFICALLY FOR
 PALM DESERT FOOD & WINE

DEMOGRAPHICS



AGE

9%
26-45

16%
46-55

39%
56-65

36%
66+

HOUSEHOLD INCOME*

6%
\$50k-\$99k

12%
\$100-\$149k

14%
\$150k-\$199k

40%
\$200k+



**28% of respondents did not answer the household income question*

ECONOMIC IMPACT





Source: Modernism Week 2024 Economic Impact (\$523 per person) – Average PDFW ticket transaction per customer was \$386.70

MEDIA + MARKETING
PROMOTIONAL VALUE



MEDIA + MARKETING PROMOTIONAL VALUE

Palm Desert Food & Wine's 2024 media and marketing coverage total value of **\$1,599,166** resulted in **20,773,916** impressions to expose and brand El Paseo as a premier Southern California shopping destination.

PRINT ADVERTISING VALUE
(1,560,521 TOTAL READERSHIP)

\$144,531

PRINTED COLLATERAL
+ DISTRIBUTION VALUE
(53,750 UNITS PRINTED)

\$98,352

SOCIAL MEDIA VALUE
(2,362,511 VIEWS / IMPRESSIONS)

\$462,651

DIGITAL ADVERTISING VALUE
(690,000 BANNER IMPRESSIONS /
1,400,000 NEWSLETTER IMPRESSIONS)

\$332,680

TELEVISION ADVERTISING VALUE
(2,000 SPOTS /
140,000 AUDIENCE EXPOSURE)

\$78,000

RADIO ADVERTISING VALUE
(956 SPOTS /
1,004,613 AUDIENCE EXPOSURE)

\$36,652

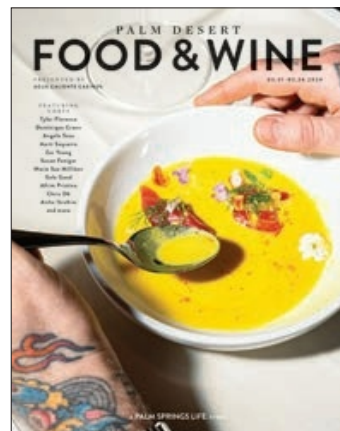
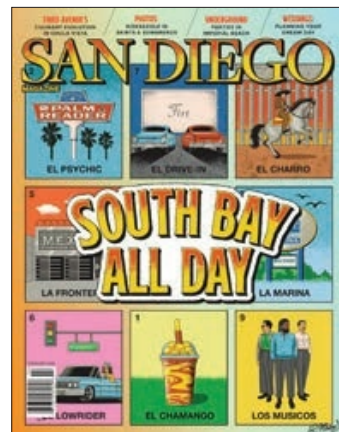
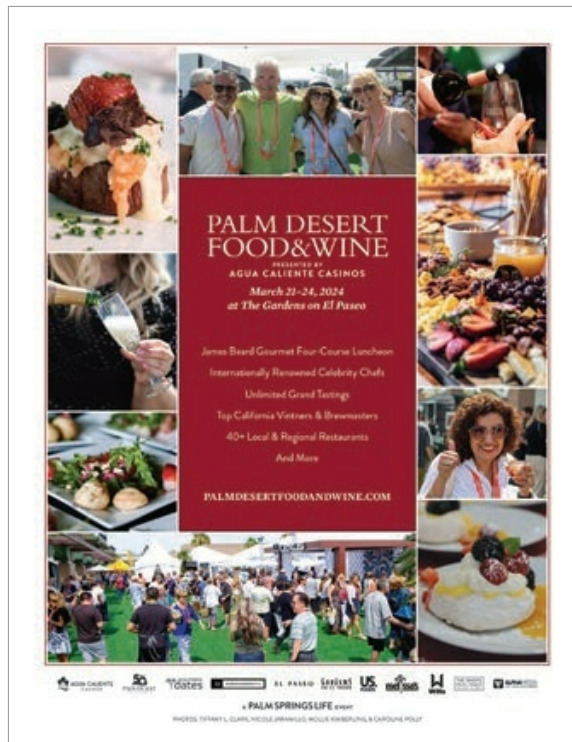
DIGITAL BILLBOARD VALUE
(7,100,000 IMPRESSIONS)

\$17,500

EDITORIAL AND
PUBLIC RELATIONS VALUE
(6,462,521 TOTAL IMPRESSIONS
ACROSS ALL CHANNELS)

\$428,800

PRINT ADVERTISING



PRINT ADVERTISING VALUE
(1,560,521 TOTAL READERSHIP)

\$144,531

- LOS ANGELES MAGAZINE
- SAN DIEGO MAGAZINE
- ORANGE COAST MAGAZINE
- PALM SPRINGS LIFE ANNUAL ISSUE
- PALM SPRINGS LIFE
- THE GUIDE
- McCALLUM THEATRE PROGRAM
- EL PASEO CATALOGUE
- TASTE
- FOOD & WINE PROGRAM

PALM DESERT FOOD&WINE
PRESENTED BY AGUA CALIENTE CASINOS
March 21-24, 2024
at The Gardens on El Paseo

ONE OF THE LARGEST GATHERINGS OF CHEFS ON THE WEST COAST

Taste of The Shops on El Paseo
Spring Supper Party
Celebrity Chef Date Farm Tour & Lunch
Cheese Masterclass with Afrim Pristine
The Restaurant presents Aisha Ibrahim
James Beard Gourmet Four-Course Luncheon
The Gale Gand Guide to Cooking with Cinnamon
Sunday Grand Tastings
Celebrity Chef Reception
The Commander's Palace Sunday Jazz Brunch
Sunday Grand Tastings

palmdesertfoodandwine.com

A PALM SPRINGS LIFE EVENT

PALM DESERT FOOD&WINE
PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 21-24, 2024

Welcome to the
**Cheese Masterclass
with Afrim Pristine**

A PALM SPRINGS LIFE EVENT

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Welcome to the
Celebrity Chef Reception

greggfletcher
RESTAURANT

A PALM SPRINGS LIFE EVENT

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2024 SCHEDULE OF EVENTS

A PALM SPRINGS LIFE EVENT

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at The Gardens on El Paseo | March 21-24, 2024

**JAMES BEARD GOURMET
FOUR-COURSE LUNCHEON**
FRIDAY, MARCH 22, 2024

A PALM SPRINGS LIFE EVENT

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**THE COMMANDER'S PALACE
SUNDAY JAZZ BRUNCH**
SUNDAY, MARCH 24, 2024

A PALM SPRINGS LIFE EVENT

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Celebrity Chef Date Farm Tour & Lunch
THURSDAY, MARCH 21, 2024
HADLEY DATE GARDENS, THE PACKHOUSE, AND AZIZ FARMS

MENU

- ASSORTED STUFFED DATES (FRAY PASS) -
Lemon Ricotta & Basil Pesto
Bacon Wrapped with Blue Cheese & Harissa Aioli
Chicken Liver Mousse & Pine Nut Brittle

- ENTREE (FAMILY STYLE) -
Chicories & Romaine
with Snap Peas, Roasted Carrots, and Date Vinaigrette
Orzo Pasta Salad
with Arugula, Salami, Roasted Dates, Olives, Feta, Preserved Lemon, and Pine Nuts
Grilled Half Chicken
Broccolini, Black Garlic BBQ Sauce, Fritsée

Turkey Sandwich
Swiss, Lettuce, Tomato, Balsamic-Date Jam, Sourdough

- DESSERT (FAMILY STYLE) -
Valrhona Chocolate Sticky Toffee Pudding
with Chocolate Toffee Sauce and Chantilly Cream

PRINTED COLLATERAL
+ DISTRIBUTION VALUE
(53,750 UNITS PRINTED)

\$98,352

- POSTERS & EVENT SIGNS
- RACKCARDS
- POSTCARDS
- RECIPE & MENU CARDS
- WINE PLACEMATS
- SCHEDULE OF EVENTS BOOKLET
- MENU RECIPE BOOKLETS



SOCIAL MEDIA VALUE
(2,362,511 VIEWS /
IMPRESSIONS)

\$462,651

FACEBOOK, X, AND
INSTAGRAM



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PALM SPRINGS LIFE



PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS
March 21-24, 2024
at The Gardens on El Paseo

CALLING ALL FOOD AND WINE LOVERS

Join us for our twelfth annual Palm Desert Food & Wine festival presented by Agua Caliente Casinos. A four-day culinary experience featuring:

- James Beard Gourmet Four-Course Luncheon
- Internationally Renowned Celebrity Chefs
- Unlimited Grand Tastings
- Top California Vintners & Brewmasters
- 40+ Local & Regional Restaurants
- And More

[BUY TICKETS](#)

SPONSORED BY



a PALMSPRINGSLIFE event

PHOTOS: TIFFANY L. CLARK & MOLLIE KIMBERLING

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Join us on social media




Join Celebrity Chef Tyler Florence

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS
March 21-24, 2024

[BUY TICKETS](#)



Join Food Network Pastry Pundit Zac Young

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS
March 21-24, 2024

[BUY TICKETS](#)

DIGITAL ADVERTISING VALUE
(690,000 BANNER IMPRESSIONS /
1,400,000 NEWSLETTER IMPRESSIONS)

\$332,680




PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS

March 21-24, 2024
at The Gardens on El Paseo

[BUY TICKETS](#)



Join Celebrity Chef Dominique Crenn

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS

March 21-24, 2024

[BUY TICKETS](#)



Join Executive Chef of Commander's Palace Meg Bickford

PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS

March 21-24, 2024

[BUY TICKETS](#)



PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS

March 21-24, 2024
at The Gardens on El Paseo

[BUY TICKETS](#)

Los Angeles FROM OUR PARTNERS

SPECIAL EVENTS, EXCLUSIVE OFFERS, AND MORE!



PALM DESERT FOOD & WINE

PRESENTED BY AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 21-24, 2024

ONE OF THE LARGEST GATHERINGS OF CHEFS ON THE WEST COAST

MONDAY, MARCH 18
Taste of the Shops on El Paseo
Indulge your senses with a progressive tasting experience of El Paseo restaurants, each offering a unique culinary experience.

WEDNESDAY, MARCH 20
Spring Supper Party
Join us for a celebration of gastronomy, wine, and art. This unique four-course, farm-to-table menu is paired with H. Merce wines.

THURSDAY, MARCH 21
Celebrity Chef Date Farm Tour & Lunch
Learn about Coachella Valley dates with celebrity chef Aari Sequin as you visit Hayley Dale Gardens, The Patchhouse, and Azul Farms.

THURSDAY, MARCH 21
Cheese Masterclass with Afrim Pristine
Cheese lovers, assemble! Learn all about the art of cheese making and pairing with Afrim Pristine, the world's youngest maître fromager.

THURSDAY, MARCH 21
Trio Restaurant presents Aisha Ibrahim
Join Aisha Ibrahim, Food & Wine's "Best New Chef 2023", for a wine-paired dinner hosted by Trio Restaurant and executive chef Jeremy Loomis.

FRIDAY, MARCH 22
James Beard Gourmet Four-Course Luncheon
Begin your weekend with an afternoon feast prepared live onstage by our celebrity chefs. Dine and enjoy four courses with fine wine pairings.

FRIDAY, MARCH 22
Masters of Fire: The Tyler Florence BBQ Experience
Join celebrity chef Tyler Florence for a one-of-a-kind, Live Fire barbecue experience with all you can eat barbecue, plus the premiere of Masters of Fire.

FRIDAY, MARCH 22
The Gale Gand Guide to Cooking with Spices
Learn about the secrets of cooking with spices during this special event at Savory Spice Shop, hosted by Gale Gand, James Beard Award winner.

SATURDAY, MARCH 23
Saturday Grand Tastings
Delicious bites from 40+ restaurants, as well as +60 premium and sparkling wines, beers, and spirits. Live cooking demonstrations on three stages.

SATURDAY, MARCH 23
Celebrity Chef Reception
Party with the chefs that you know and love from TV at this exclusive cocktail soiree. Meet and mingle with fellow foodies and our 2024 celebrity chefs.

SUNDAY, MARCH 24
The Commander's Palace Sunday Jazz Brunch
Inspired by the delights of New Orleans, this special jazz brunch features Commander's Palace executive chef Meg Bickford.

SUNDAY, MARCH 24
Sunday Grand Tastings
Follow your nose to new favorite flavors. Food and drink experts return to serve unlimited tastings with a second round of cooking demonstrations.

[BUY TICKETS](#)

Benefiting FND Food Bank and the James Beard Foundation

SPONSORED BY



a PALMSPRINGSLIFE event

PROGRAMS AND CHEF LINEUP TO CHANGE

Los Angeles Magazine, 884 S. Figueroa Street, Los Angeles, CA 90017
[LosAngelesMagazine.com](#)

TELEVISION, RADIO, AND DIGITAL BILLBOARD

TELEVISION ADVERTISING VALUE
(2,000 SPOTS /
140,000 AUDIENCE EXPOSURE)

\$78,000



RADIO ADVERTISING VALUE
(956 SPOTS /
1,004,613 AUDIENCE EXPOSURE)

\$36,652

DIGITAL BILLBOARD VALUE
(7,100,000 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

INDEPENDENT

RESTAURANT & FOOD NEWS

Restaurant News Bites: Palm Desert Food and Wine Is Back; a New Restaurant in the Shame on the Moon Space; and More!

by Charles Drabkin
February 26th, 2024

March Means It's Time for Two Iconic Food Fests

Taste of Tennis is back at the Hyatt Regency Indian Wells Resort and Spa, 44600 Indian Wells Lane, in Indian Wells, from 6 to 9 p.m., Monday, March 4. Top Chef alum Angelo Sosa will debut two new restaurants at the resort, *Tia Carmen* and *Carmocha*, during the event. Taste of Tennis celebrates both cuisine and tennis (most notably the BNP Paribas Open, which starts the same week); guests, including current players and tennis legends, will enjoy music and savor delicious bites and signature cocktails. Learn more at get tickets, which are \$250, at tasteoftennis.com/indian-wells.

Palm Desert Food and Wine returns to The Gardens on El Paseo from Thursday, March 21, through Sunday, March 24, with some impressive celebrity chefs, including the Food Network's Tyler Florence, and Dominique Crenn, of three-Michelin-star restaurant Atelier Crenn in San Francisco. Tickets to individual events range from \$40 to \$250; get them, along with more information, at palmdesertfoodandwine.com.

PALM SPRINGS LIFE

Aarti Sequeira Hosted Date Farm Tour During Palm Desert Food & Wine

Celebrity chef and Palm Desert Food & Wine returning favorite Aarti Sequeira led a bus tour that took riders to two date farms, culminating in an alfresco lunch.

June Allen Gering / March 22, 2024 / Restaurants



Aarti Sequeira and the Hadley Date Gardens team. PHOTOGRAPHY BY NICOLE JARAMILLO

The day grew warm, but attendees' enthusiasm never waned as a guided date farm tour and lunch began on Thursday during the 12th annual Palm Desert Food & Wine event presented by Agua Caliente Casinos. At 9 a.m., Aarti Sequeira, celebrity chef and California Date Ambassador, welcomed several fellow chefs and a host of food and wine lovers aboard a luxury bus bound for **Hadley Date Gardens**, **The Packhouse**, and **Astir Farms** in Thermal. There wasn't a seat to spare!

The tour's first stop was Hadley Date Gardens, where company president Albert P. Keck II offered a peek behind the palm fronds of his family-owned and operated business. Standing in front of a date palm grove, Keck explained the process of pollinating the spring season's budding fruit as agile workers clambered up trees tending to the popular deglet noor variety.

LOCALE

10 Events to Look Forward to This March in and Around Palm Springs

ALLIE LEBOS | FEBRUARY 26, 2024

Add These Exciting Desert Happenings to Your Spring Calendar!

With winter coming to an end and spring on the horizon, March is the perfect time to pay a visit to Palm Springs. While lounging by the pool with a fruity drink in hand never gets old, there is plenty more to the desert than meets the eye. Whether you're craving an **artsy weekend away** or want to indulge in some of the best bites at a Michelin Guide restaurant, there are several exciting events to put on your calendar. From Fashion Week to food festivals, make the most of March in Palm Springs with these can't-miss activities and experiences!

Palm Desert Food & Wine Festival

Dates: March 21-24



If you're a foodie in SoCal, you'll definitely want to secure your tickets to the Palm Desert Food & Wine Festival. From top chefs to renowned winemakers, this annual gastronomic event takes place over the course of four days on El Paseo. When it comes to talent, there will be 34 chefs and 57 restaurants featured. The first day of the festival kicks off with a cheese masterclass, followed by a four-course James Beard Gourmet Luncheon. However, the grand tastings on both Saturday and Sunday are what we're most excited about.

Location: Palm Desert

4 LOCAL WEATHER U.S. & WORLD THE SCE...

A four-day foodie experience will bloom in Palm Desert in early spring

The Palm Desert Food & Wine will spotlight lauded chefs, vivacious vittles, and a plethora of palate-pleasing wines.

By Alycia Gray Painter • Published February 29, 2024 • Updated on February 29, 2024 at 12:08 pm



What to Know

- Palm Desert Food & Wine at the El Paseo shopping district, presented by Agua Caliente Casinos
- March 21 through 24, 2024
- Tickets are priced separately, the popular Saturday Grand Tastings is \$150 (general access)

MODERNISM WEEK, that fabulous February festivity that stretches across eleven ebullient days, has officially wrapped, and the mondo music and art festivals of later spring remain in the middle distance. But March around the desert resort cities remains a vibrant and busy

EDITORIAL AND PUBLIC RELATIONS VALUE
(6,462,521 TOTAL IMPRESSIONS ACROSS ALL CHANNELS)
\$428,800


KESQ
NBC
COACHELLA VALLEY INDEPENDENT
LOCALE
PALM SPRINGS LIFE
THE GUIDE
PALMSPRINGSLIFE.COM

PR ACTIVATIONS:
Media Marketplace at IPW San Antonio
Society of American Travel Writers
International Media Marketplace NYC
Visit California
Chicago Media Reception
Visit California
Dallas Media Reception
Greater Palm Springs Foodie FAM


Desert Sun.

Palm Desert Food and Wine festival James Beard luncheon returns


Jay Calderon
Published 4:47 pm, PT March 22, 2024 | Updated 7:14 pm, PT March 24, 2024



Susan Feniger, right, and Mary Sue Milliken appreciate a glass of wine offered to them while conducting a cooking demonstration at the Palm Desert Food & Wine James Beard Gourmet Four-Course Luncheon in Palm Desert, Calif., March 22, 2024.
Jay Calderon/The Desert Sun



Attendees toast during the Palm Desert Food & Wine James Beard Gourmet Four-Course Luncheon in Palm Desert, Calif., March 22, 2024.
Jay Calderon/The Desert Sun



The Palm Desert Food & Wine James Beard Gourmet Four-Course Luncheon in Palm Desert, Calif., March 22, 2024.
Jay Calderon/The Desert Sun

NEWS CHANNEL 3

Palm Desert Food and Wine Festival brings out travelers, food, and wine enthusiasts



Continuing coverage of the Palm Desert Food and Wine Festival. The event, produced by Palm Springs Life magazine, is in the El Paseo shopping district in Palm Desert, California. Premier chefs from near and far will share cuisine and beverage advice and taste tests throughout the event. The festival team says it will feature a roster of the nation's top chefs, winners, and brewmasters.



"We just experienced an amazing salad with a garlic paste underneath and an art, and I don't even know what was in it," says Thomas Soule. "But it was so good. And this cauliflower soup was fantastic." Even the attendees have been praising the chef and the gourmet. "Usually, like a banquet, sort of waters down the recipe by about 20% or so," says Patrick Service. "This was about 100%, so this came out of guns blazing. It was delicious. So, the chickory salad was awesome. And so it was the soup."

NEWS CHANNEL 3

Palm Desert Food & Wine Festival hosts a culinary celebration

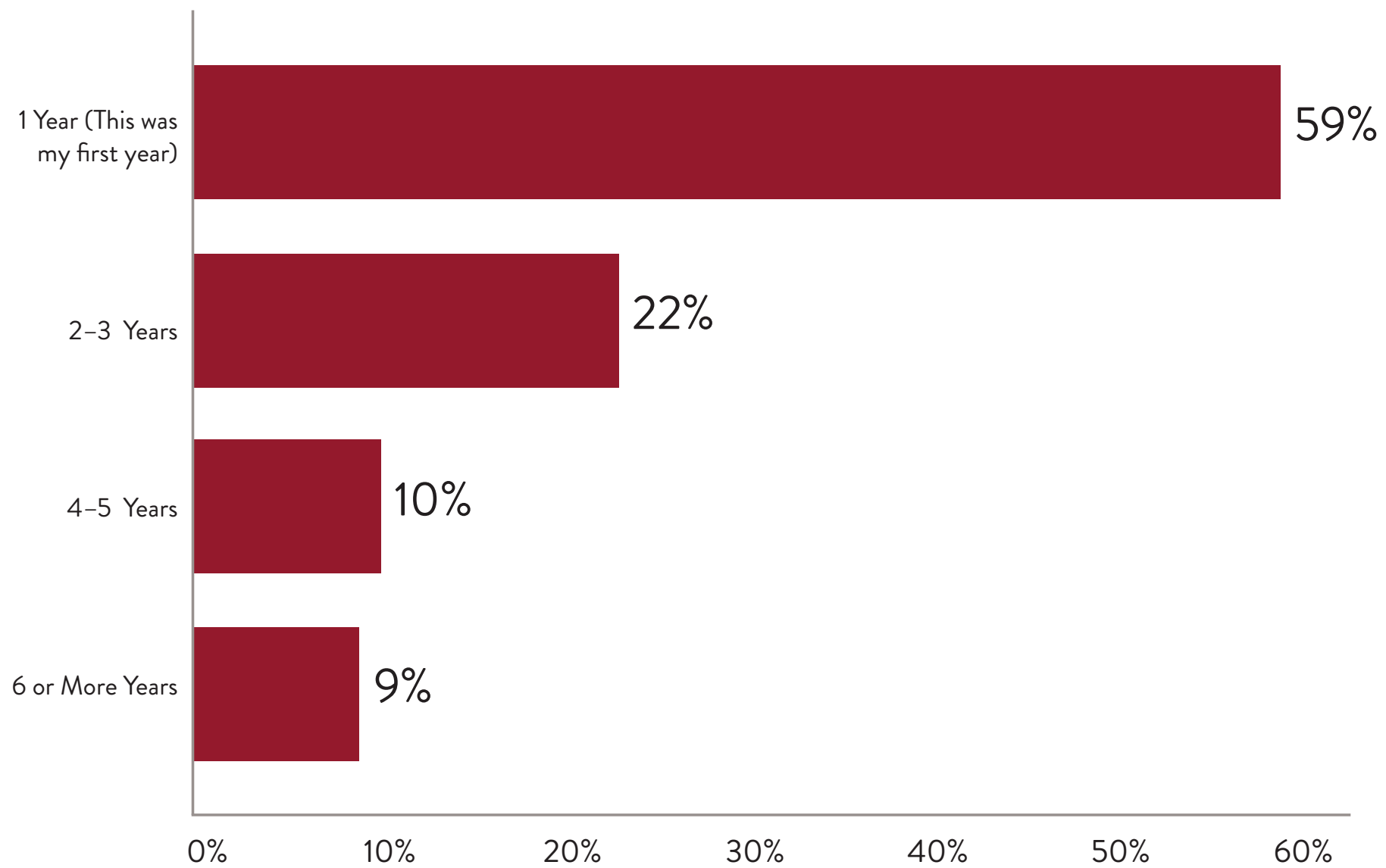


The Palm Desert Food and Wine Festival is in full swing. The festival hosts local and celebrity chefs and features a large selection of premium wines, handcrafted food, and cooking demonstrations. With renowned chefs like Tyler Florence, Dominique Crenn, and Susan Feniger in attendance, attendees can expect internationally acclaimed flavors. The festival boasts over 60 premium and sparkling wines from around the world. Additional beer and spirits options are available. The grand tasting event takes place on Saturday and Sunday. There you can try new flavors and classic favorites. Beyond food and wine, you can also immerse yourself in a jazz brunch, celebrity chef reception, four-course luncheon, and date farm tour. Proceeds from the festival benefit the FND Food Bank and the James Beard Foundation. For tickets and more information, head to this [site](#).

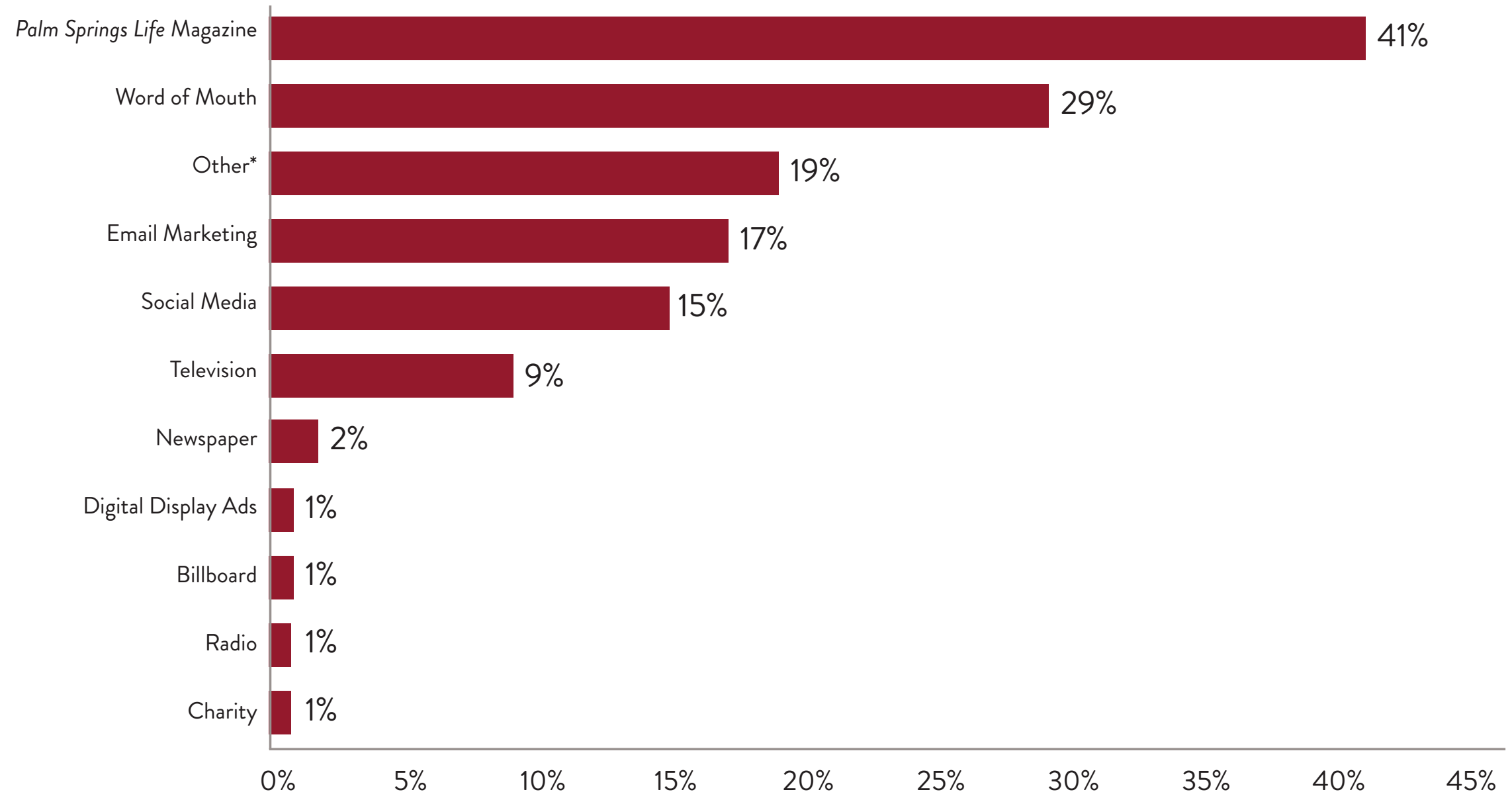
A close-up photograph of a white ceramic bowl filled with a fresh seafood salad. The salad features chunks of bright orange salmon, pinkish-white shrimp, and a variety of green leafy herbs, including long, thin green leaves and flat-leafed parsley. The ingredients are tossed together, and the bowl is set against a dark, textured background. In the upper right corner, the text "SURVEY RESULTS" is overlaid in white, with a thin red horizontal line underneath it.

SURVEY RESULTS

How many years have you attended Palm Desert Food & Wine?

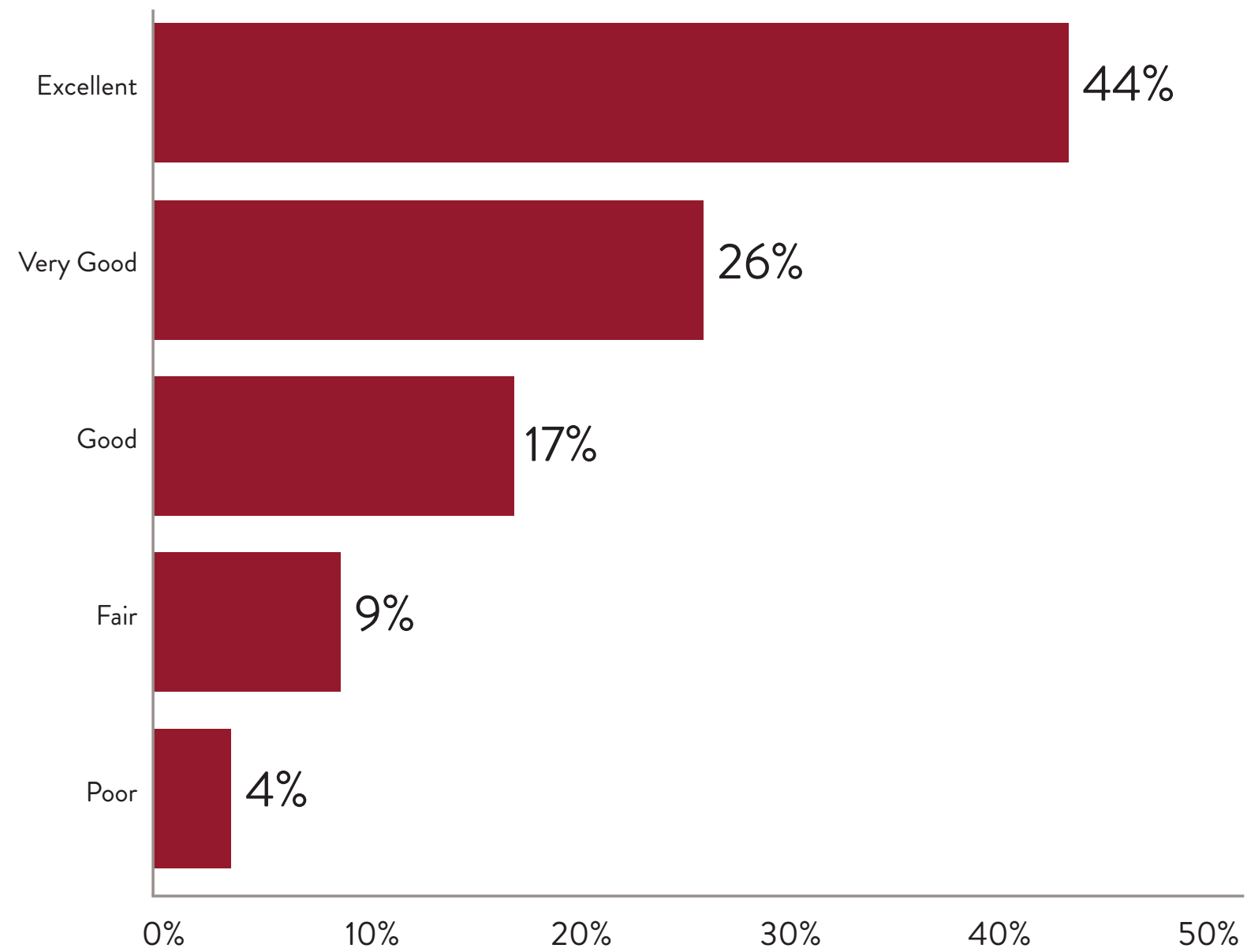


How did you learn about Palm Desert Food & Wine 2024?
(Please check all that apply)

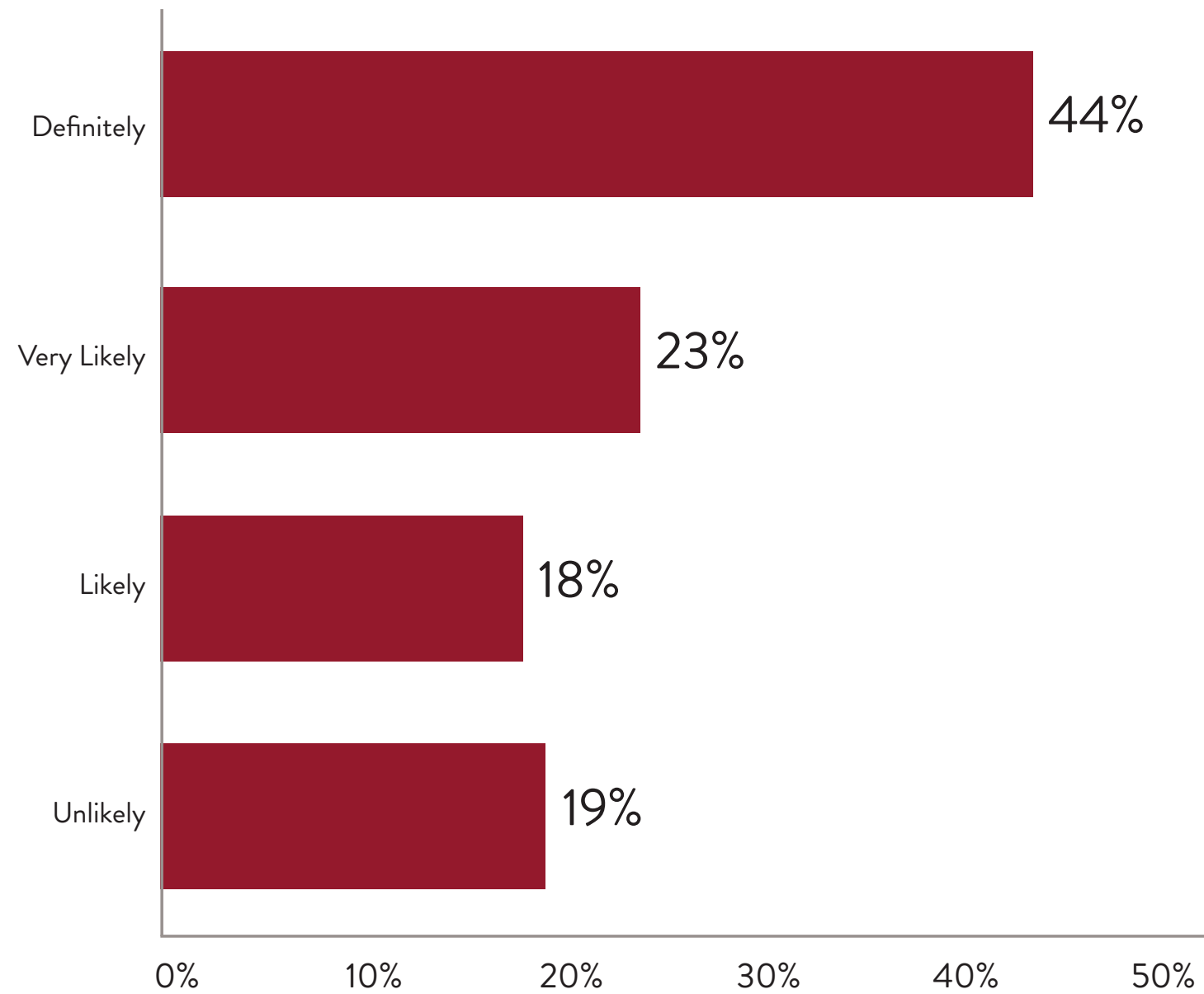


*Other Includes: web search, invited via friend, past attendee, & sponsor invitation

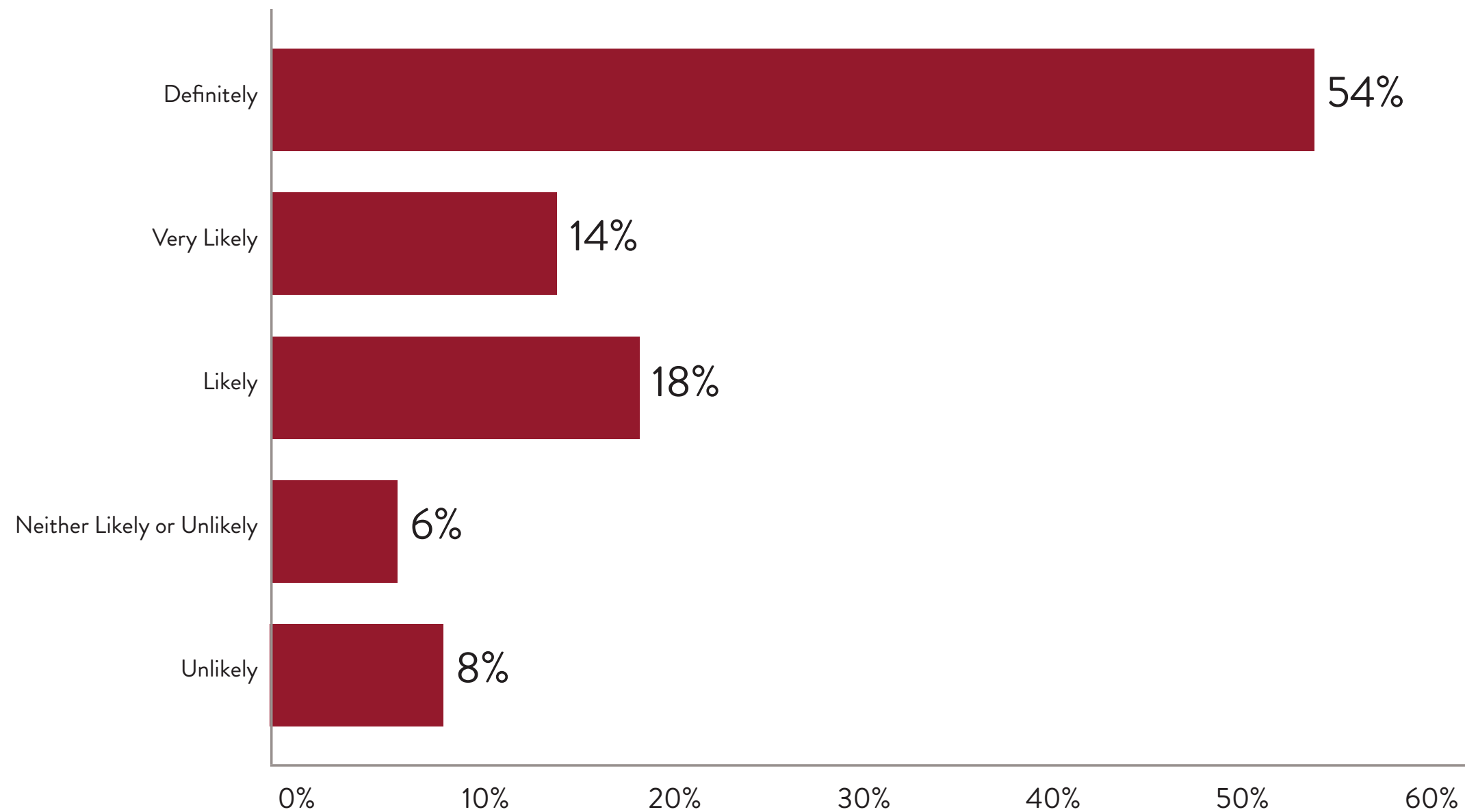
How would you rate your overall experience at this year's event?



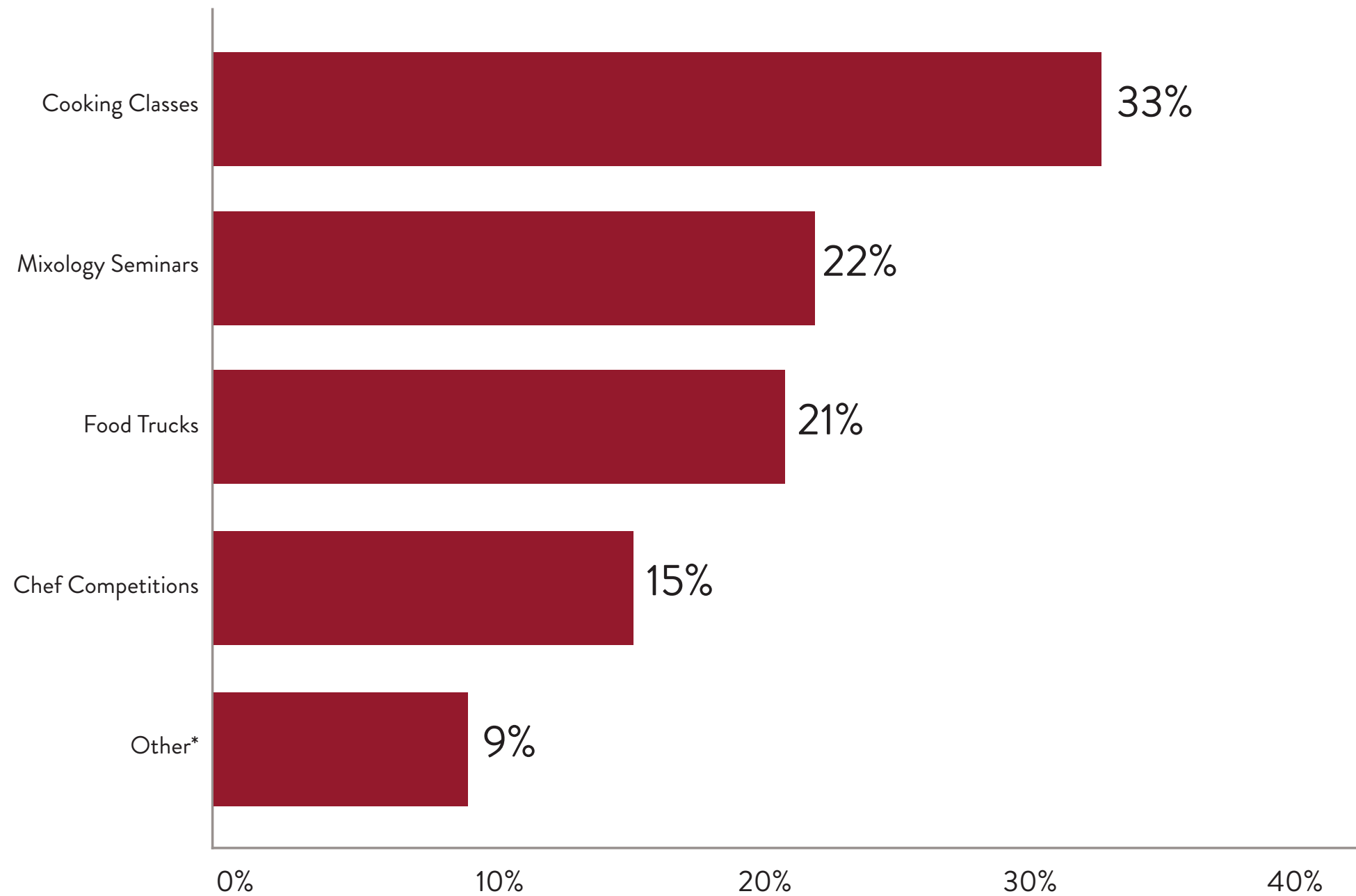
How likely are you to attend Palm Desert Food & Wine in the future?



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

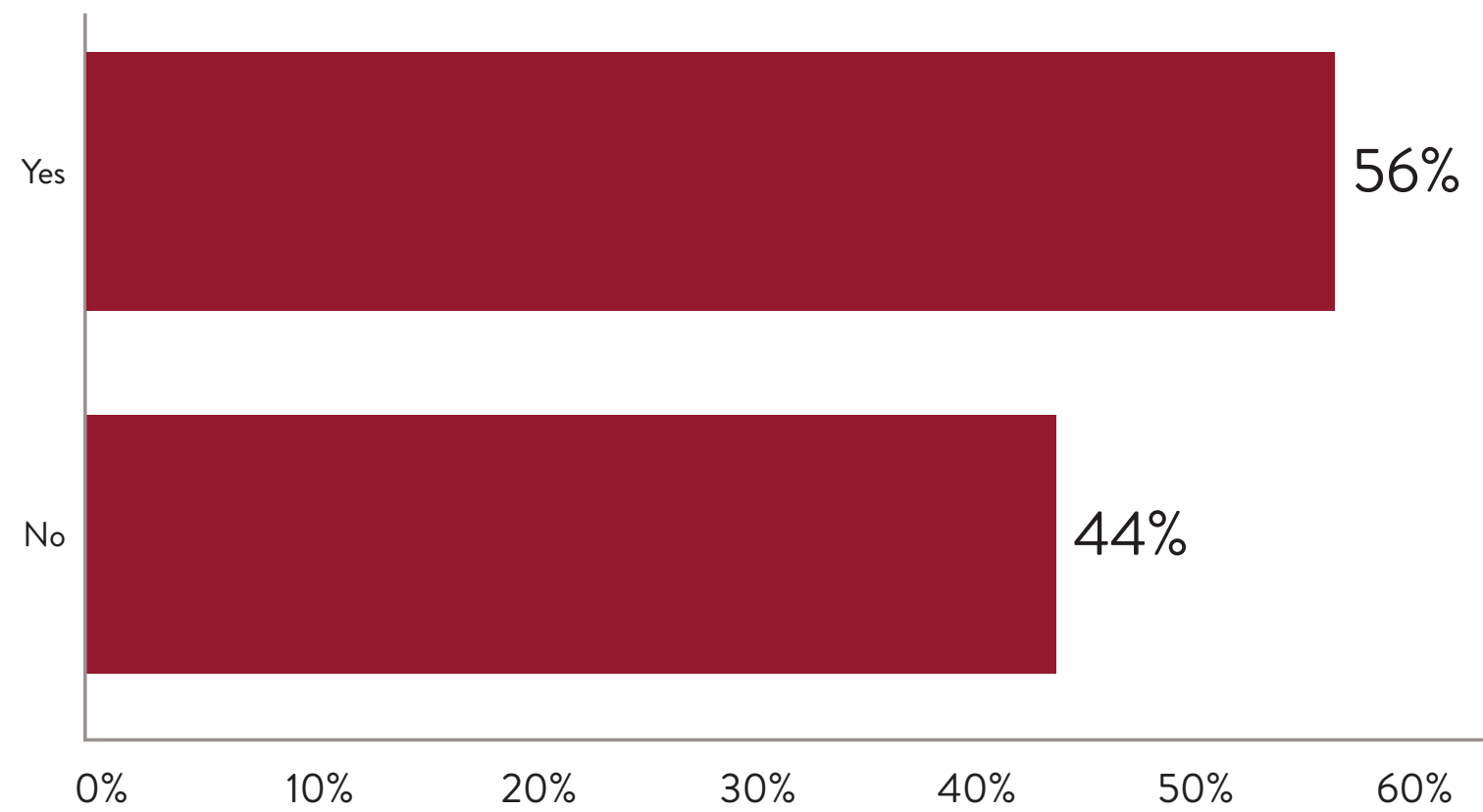


What additional activities would you like to see added to the event?
(Please check all that apply)

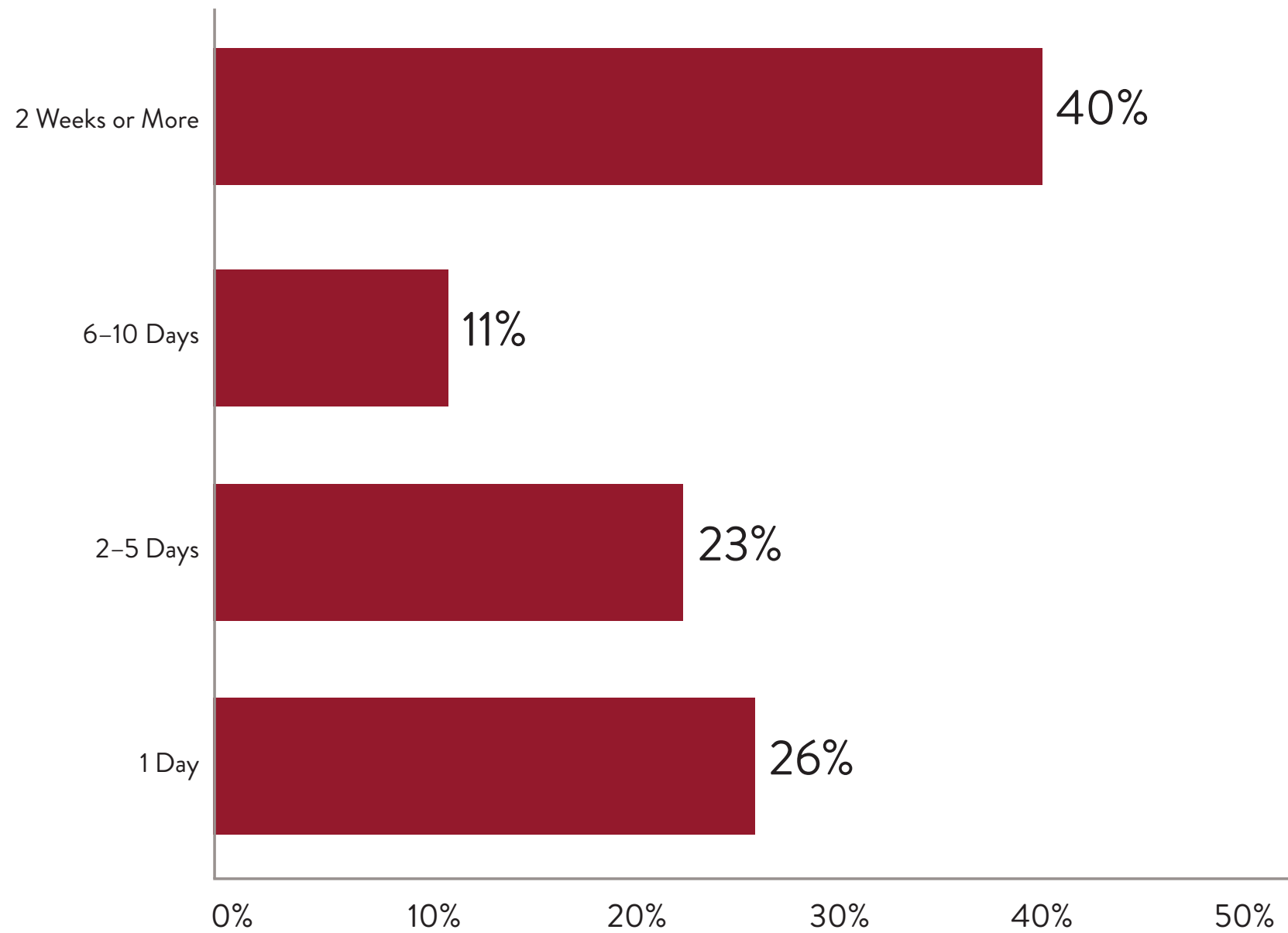


*Other Includes: wine focused seminars with sommeliers, tours (like Date Farm Tour), & cooking shortcut seminars

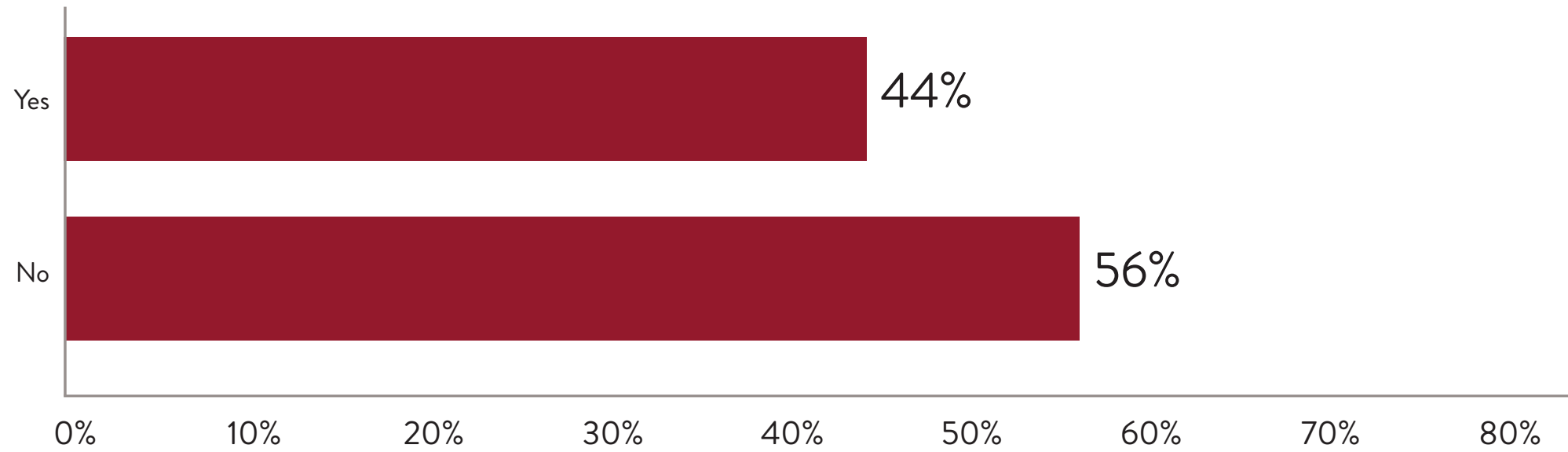
Did you stay overnight in the Palm Desert area?



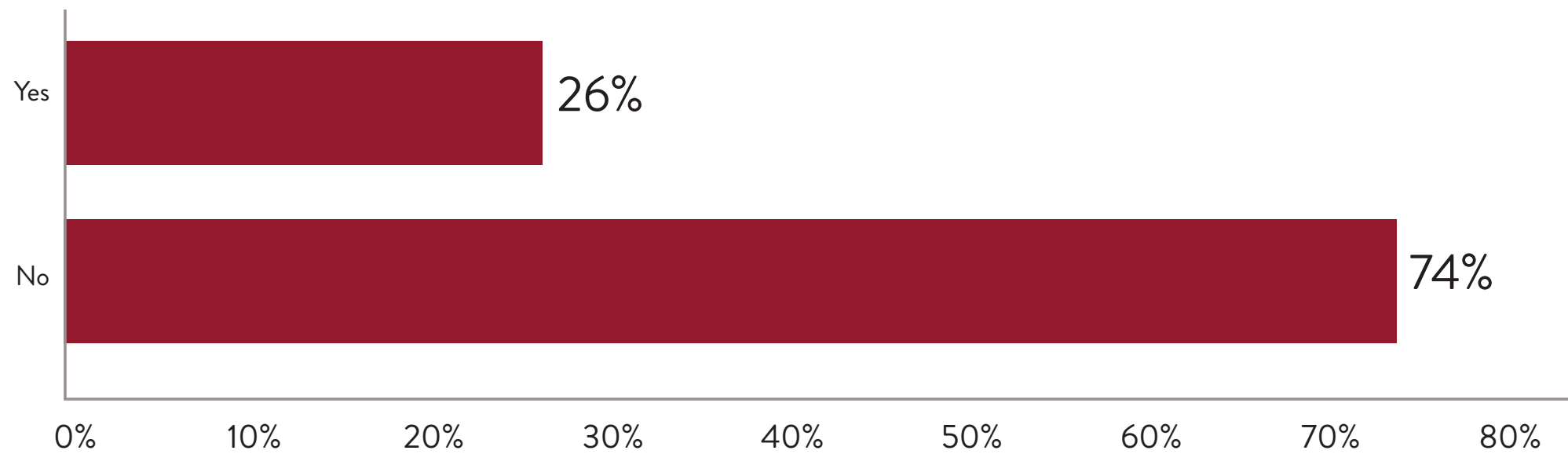
How long was your visit to Palm Desert area?



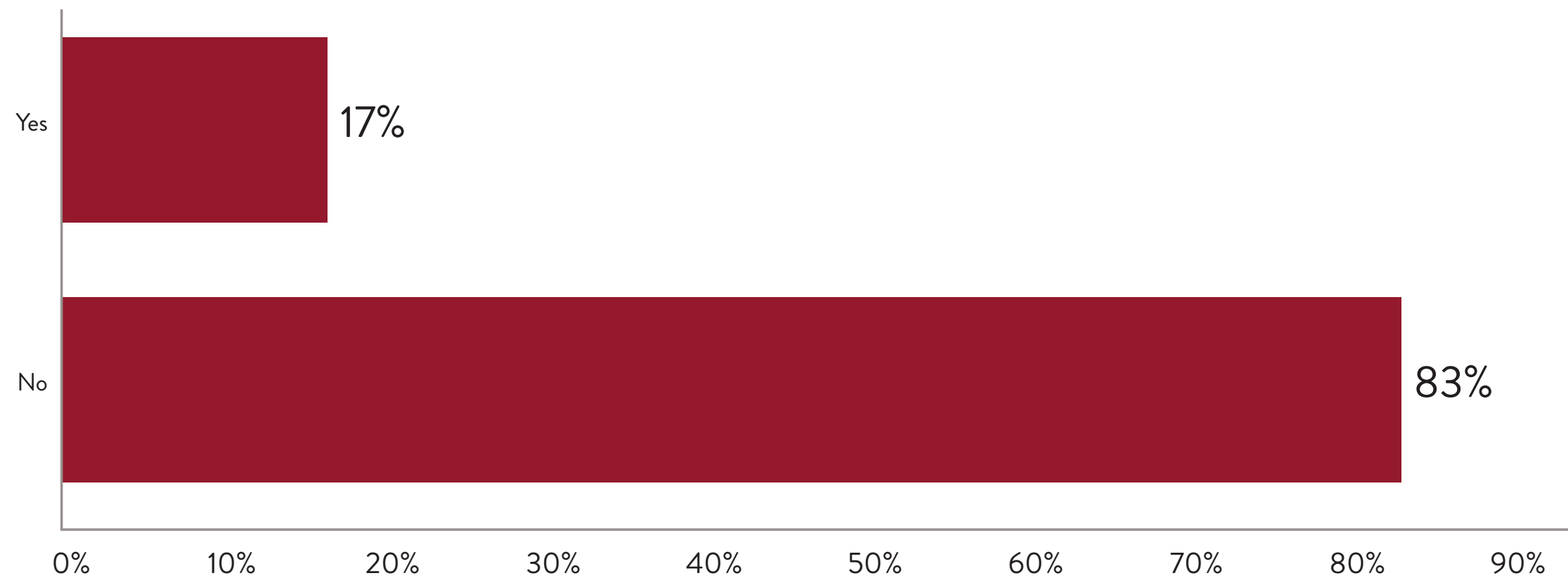
Did you travel here specifically for Palm Desert Food & Wine?



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

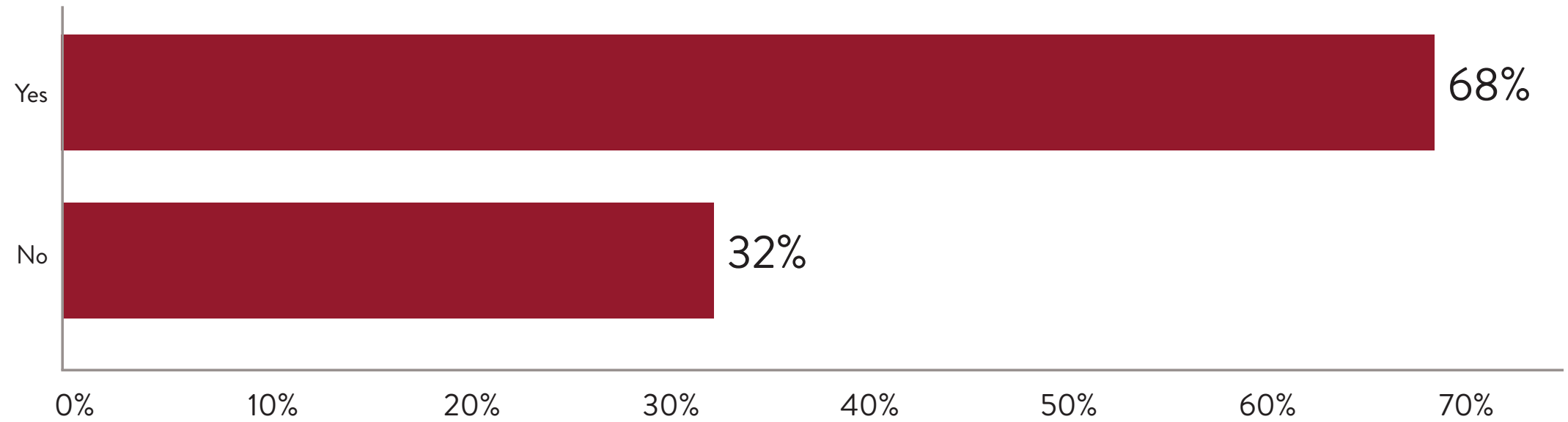


Did you fly to Palm Desert to attend Palm Desert Food & Wine?

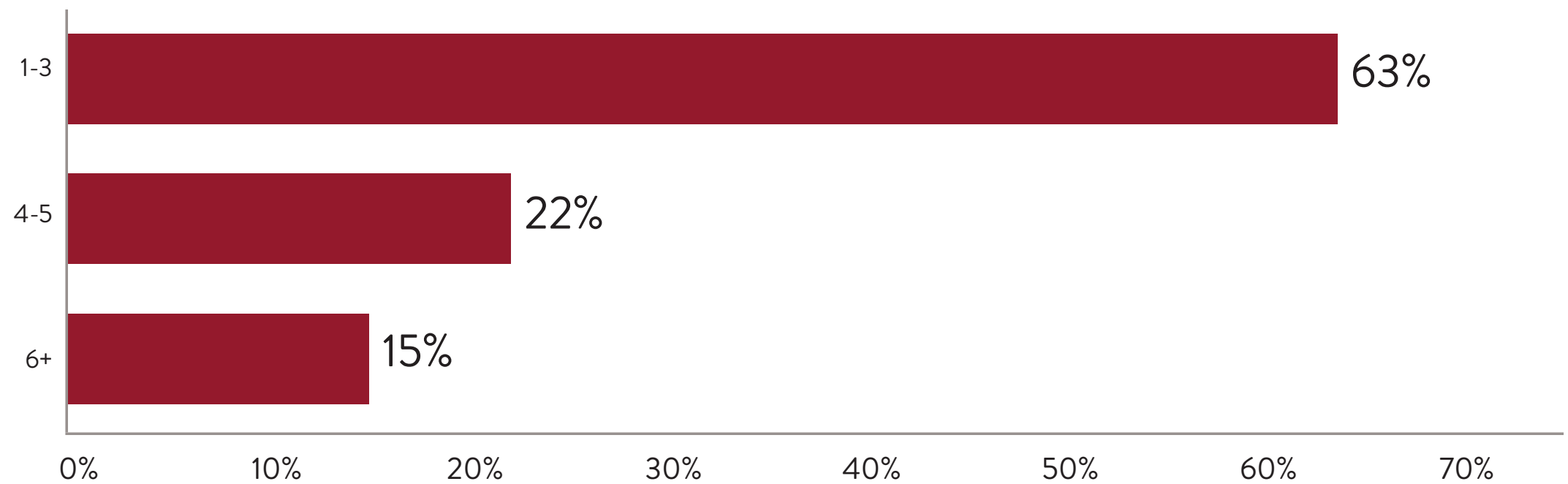


Airlines Flown Include: Air Canada, Alaska Airlines, Allegiant Air, American Airlines, Delta Airlines, Southwest Airlines, United Airlines, & WestJet

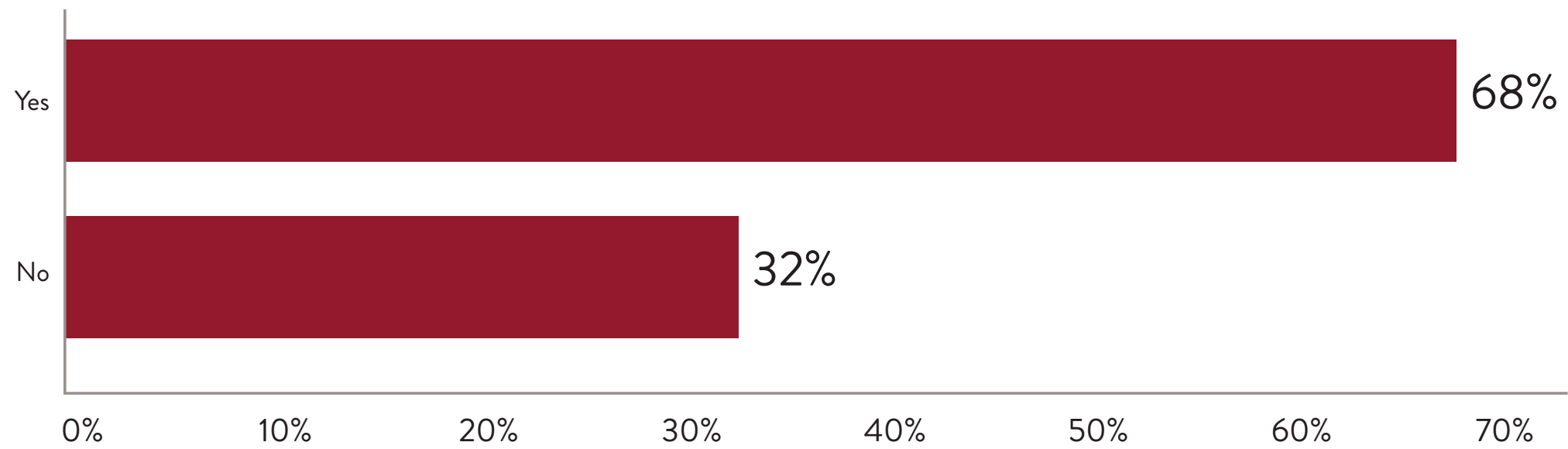
Did you dine out during Palm Desert Food & Wine?



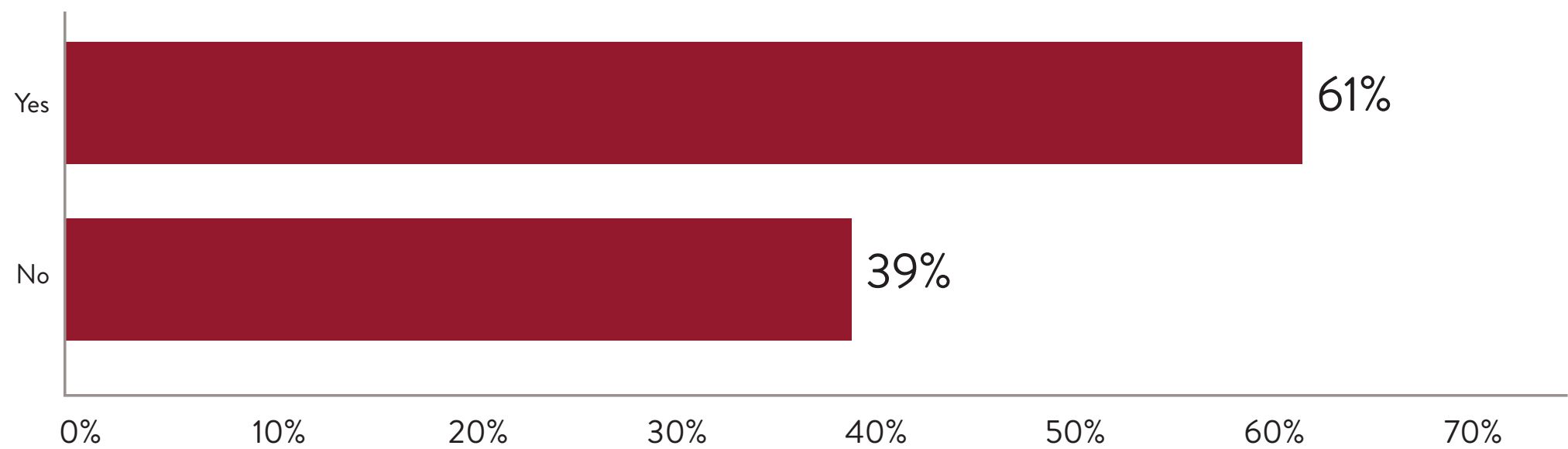
If you answered “Yes,” how many times did you dine out?



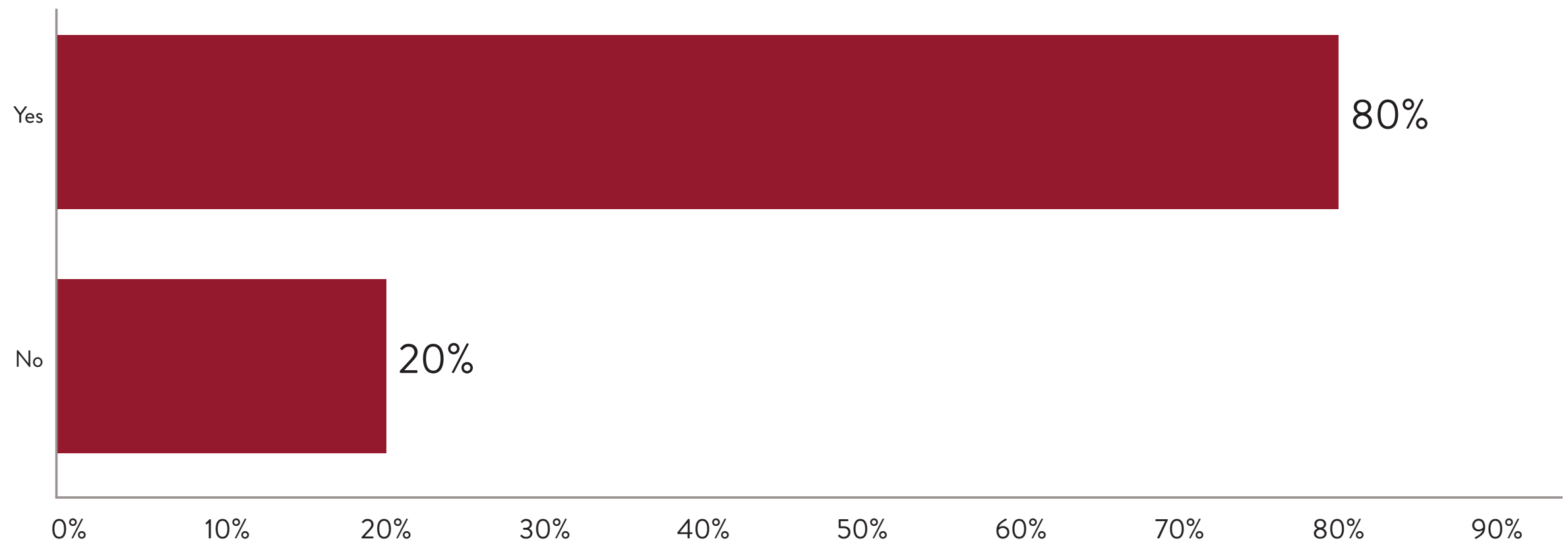
Did you visit the El Paseo Shopping District during your stay?



If you answered "Yes," did you make any purchases?



Do you plan to attend Palm Desert Food & Wine next year?
(March 20-23, 2025)



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Thank You!

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

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