

—FIRST ANNUAL—
LOS ANGELESSM
FOOD & WINE
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LOS ANGELES FOOD & WINE TICKETS ON SALE

Tickets for inaugural event available for purchase beginning Monday, August 22

LOS ANGELES, CA, August 18, 2011—Tickets to the first ever **Los Angeles Food & Wine** a four-day epicurean experience taking place October 13 – 16, 2011 will be available for purchase next week. This new breed of culinary festival, headquartered at L.A. LIVE with events featured throughout the city including Santa Monica, Hollywood, and Beverly Hills, will gather all-star talent from both the entertainment and culinary worlds to celebrate the very best in L.A. food and drink culture. Los Angeles Food & Wine is brought to you by Coastal Luxury Management, the founders of the acclaimed Pebble Beach Food & Wine with partners dick clark productions (dcp) and AEG. More than 100 renowned chefs including **Daniel Boulud**, **Wolfgang Puck**, **Tyler Florence**, and **Nancy Silverton** will team up with today's most celebrated pop culture personalities, such as duo Iron Chef **Masaharu Morimoto** and R&B sensation **Mary J. Blige**, to lead demonstrations, seminars, dinners, and dedicated after-hours events featuring tastings from over 300 premier international wineries: "Where Celebrity Meets Celebrity Chef."

Los Angeles Food & Wine, presented by American Express Publishing and co-founding sponsor Lexus, will feature one-of-a-kind diverse tasting experiences from October 13-16, 2011 including a signature opening night red carpet gala, a decadent two-day Lexus Grand Tasting Tent showcasing 30 celebrity chefs and over 100 wineries, and live demonstrations from acclaimed chefs Wolfgang Puck, Tyler Florence, and Rick Bayless as well as themed wine seminars. Other dedicated events taking place throughout the city include:

California Clam Bake with Tom Colicchio in Santa Monica

This evening event brings a time honored East coast culinary tradition to the warm beaches of Santa Monica featuring unique takes on coastal cuisine. Join Tom Colicchio and over 10 amazing chefs, including Roy Yamaguchi and Kerry Heffernan, as they cook up a clambake while you sip wine from 20 of the weekend's best wine producers.

Caviar and Champagne at the L'Ermitage Rooftop

Rub shoulders with the elite at one of the finest Beverly Hills California luxury hotels. This spectacular venue will be host to one of the most elaborate and over-the-top events featured at Los Angeles Food & Wine, pairing champagne and caviar with a 5-star location for an impeccable evening under the stars on the roof top terrace.

Meat in the Middle featuring Sang Yoon and Chris Cosentino

Join two of the most skilled whole animal chefs in the country, Sang Yoon (Father's Office and Lukshon) and Chris Cosentino (Incanto) as they showcase the amazing decadence one animal can provide as they start from nose and the tail and finally "meat" in the middle.

Tribute to a Culinary Master: Daniel Boulud at the Montage Rooftop

The first annual Los Angeles Food & Wine is excited to pay tribute to the inspiring and extremely talented Daniel Boulud restaurateur, author and award winning chef. This industry-studded dinner prepared by friends including Wolfgang Puck and Rory Hermann.

LA's Sweetest After Party hosted by Sherry Yard

Sherry Yard, queen of all things sweet, curates the best pastry chefs in the country including Elizabeth Falkner, Bill Corbett, Gina DePalma, Johnny Iuzzini and Claudia Fleming for a perfect night of heavenly desserts, champagne, wine, and great spirits.

Brew B'Que on the Santa Monica Pier

Chefs Tim Love, Chris Cosentino, Charles Phan, and Roy Choi whip up BBQ bites paired with over 100 local and regional craft brews on the famed Santa Monica Pier overlooking the Pacific Ocean complete with live music.

Wolfgang Puck's Sunday Brunch & Charity Auction

A lavish brunch prepared by some of the world's most talented toques such as Nobu Matsuhisa, Joachim Splichal, and Paul Liebrandt hosted at an exclusive private residence featuring live music and a surprise A-list performance. All proceeds of this event including tickets and auction funds will go to St. Vincent Meals on Wheels.

Wine Seminars at Los Angeles Food & Wine

A signature component of LAFW, below are examples of some of the hosted wine seminars led by industry experts including Ann Colgin, Anthony Giglio, and Andrea Robinson.

- Caviar, Bacon, and Bubbles
- Burgundy's Brilliance: A Decade of Wines from Domaine de Hospices de Beaune
- The Wines of Chateau Palmer: Five Decades of Margaux
- The Best Champagnes of the 1990 Vintage

Headquartered at the internationally renowned L.A. LIVE sports and entertainment district as well as locations throughout the city, including Santa Monica and Beverly Hills, **Los Angeles Food & Wine** will set the stage as the country's first crossover culinary event that matches personalities from television, film, music and sport with celebrity chefs. A portion of the proceeds will benefit St. Vincent Meals On Wheels, raising awareness for the culinary community with the extraordinary talent provided by Coastal Luxury Management, Dick Clark Productions (dcp) and AEG.

Tickets for Los Angeles Food & Wine events start at just \$50.00 and will be available at www.lafw.com beginning Monday, August 22 at 10:00 AM. Go to www.lafw.com or call 1-877-234-8425 for further information.

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