

— FIFTH ANNUAL —  
**PEBBLE BEACH<sup>SM</sup>**  
**FOOD & WINE**  
— APRIL 12 - 15, 2012 —  
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**THE FIFTH ANNUAL PEBBLE BEACH FOOD & WINE RETURNS APRIL 12-15, 2012  
WITH FOUR DAYS OF CULINARY & WINE EXCELLENCE AT PEBBLE BEACH RESORTS**

*The nation's most exclusive luxury food & wine celebration provides unparalleled access to more than 75 international celebrity chefs and 250 acclaimed wineries*

**PEBBLE BEACH, Calif. (February 21, 2012)** – Pebble Beach Food & Wine celebrates its fifth season as one of the country's premier celebrations of wine and culinary excellence from April 12-15, 2012 at the iconic Pebble Beach Resorts in Pebble Beach, Calif. Produced by Coastal Luxury Management and presented by American Express Publishing, the four-day program is filled with unprecedented, exclusive culinary and wine tasting experiences. Throughout the weekend, guests are provided access to current release and vintage selections from some of the most sought after wines in the world; two Lexus Grand Tastings; and a bevy of collaborative lunches, dinners, and culinary demonstrations from 75 of the world's top chefs, including Daniel Boulud, Tyler Florence, Masaharu Morimoto, Jacques Pépin, Roy Choi, Chris Cosentino, Michael Chiarello, Roy Yamaguchi, Sherry Yard, Pierre Francois Payard, Joshua Skenes and David Myers, amongst others.

The Fifth Annual Pebble Beach Food & Wine kicks off the morning of Thursday, April 12 with the annual Celebrity Chef & Winemaker Golf Tournament on esteemed Pebble Beach Golf Links. That evening, guests are welcome to Lexus Opening Night Reception: Featuring the Lexus Culinary Masters and Friends, which transforms The Inn at Spanish Bay at Pebble Beach Resorts into one of the most lavish tasting events of the weekend featuring 20 celeb chefs and 125 world class wineries. Over the next three days, guests can choose from 15 exclusive dining experiences, two grand tastings, countless celebrity chef cooking demonstrations, wine tastings with the world's most illustrious wineries, cocktail seminars and after-hours parties, all throughout one of the most picturesque coastline properties in the world, Pebble Beach Resorts. For a full line-up of events, please visit [www.pebblebeachfoodandwine.com](http://www.pebblebeachfoodandwine.com).

Pebble Beach Food & Wine 2012 Event Highlights include:

- **Tribute to a Legend – Thomas Keller:** This year's honoree will be the revered, dynamic Thomas Keller. A select group of some of the world's most celebrated chefs and winemakers, all of whom have touched Chef Keller's life in some significant way over the years, will join under one roof for a memorable evening to pay tribute to a living legend. During the evening, a never before seen short film of Thomas Keller's life will be showcased, featuring some of the most prominent chefs in the world.
- **Icon of Italy: The Wines of Gaja:** Daughter of Piemontese titan Angelo Gaja, Gaia Gaja is graciously sharing an incredible selection of her family's finest wines in celebration of the fifth anniversary of Pebble Beach Food & Wine. Gaja represents both tradition and bold innovation; from legendary Barbarescos to bold experiments with Chardonnay and other non-native varietals.
- **The Iron Chef Dinner:** Guests are transported to "Kitchen Stadium" for a first-class opportunity to see and taste the talents from a line-up of Iron Chefs like Michael Symon, Masaharu Morimoto, Geoffrey Zakarian and José Garces. A not-so-secret ingredient is shared with each team of Iron Chefs so that each guest can enjoy the fun while they showcase the improvisational wizardry that carries them through the fearsome "kitchen battles."

- **Celebrating Thirty Years of Extraordinary: 1982 First-Growth Bordeaux:** The legendary 1982 vintage has made a great impact not just in Bordeaux but also on the careers of wine critics, writers and makers the world over. Attendees are invited to join as Pebble Beach Food & Wine plays tribute by honoring the 30th anniversary of these extraordinary wines with an unparalleled retrospective tasting. Taste the finest year from the finest châteaux in Bordeaux including all the First-Growths—Mouton-Rothschild, Margaux, Lafite, Latour and Haut-Brion—in addition to other standout bottlings.
- **Lexus Chefs' Table Michelin Three-Star Lunch:** Among the pantheon of awards and rating systems, chefs from around the world covet none more keenly than the elusive Michelin stars. With stringent standards for excellence and more than 100 years of international reviewing, Michelin awarded three stars for “exceptional cuisine, worth a special journey” to only 79 restaurants in the entire world in 2012—and only ten in the United States. This is the most exclusive lunch of the weekend, as guests have the rare opportunity to dine in the kitchen as Chef Daniel Boulud and Chef Christopher Kostow showcase the talents that each won them this accolade. This exclusive epicurean experience will be complemented by the sparkling wines of Champagne Veuve Clicquot.
- **Hommage A La Grande Dame: Celebrating Clicquot's Great Lady:** La Grande Dame is a highly complex blend of fruit sourced from eight grand cru sites (Verzenay, Verzy, Ambonnay, Bouzy, and Ay for the Pinots Noir; Avize, Oger and Mesnil-sur-Oger for the Chardonnay) and is aged for at least six years before it reaches maturity. La Grande Dame is made only in very select years and combines the strength and richness of Pinot Noir with the elegance and finesse of Chardonnay. Taste this iconic Veuve during an unparalleled retrospective of the wines that celebrate her enduring legacy
- **Lexus Grand Tasting:** The two Lexus Grand Tastings take place in the 60,000 square-foot Lexus Grand Tasting tent on both Saturday and Sunday of the festival weekend. Guests are granted incomparable access to 25 world-renowned chefs each day, serving samples of their cuisine and signing their books, along with 200 premium wineries pouring more than 500 individual wines.
- **Celebrity Chef and Winemaker Golf Tournament:** The Tournament kicks off the festivities with a breakfast of champions—bubbly and lobster rolls. Chefs such as Thomas Keller, Daniel Boulud, Ming Tsai, Masaharu Morimoto and Tyler Florence are likely to partake and will drive, chip and putt their way along the most famous golf course in the United States—Pebble Beach Golf Links, ranked number one on Golf Digest's 2011/2012 list of “America's 100 Greatest Public Courses” and host of five U.S. Open Championships.
- **Chef and Winemaker Afterhours:** Special VIP Package holders have access to exclusive parties where they can mingle with the masters on Thursday and Saturday evenings.

## **ABOUT PEBBLE BEACH FOOD & WINE & TICKET INFORMATION**

The Fifth Annual Pebble Beach Food & Wine takes place April 12-15, 2012. The signature West Coast culinary event brings together more than 75 prominent chefs and 250 acclaimed wineries and distinguished winemakers from around the world at the iconic Pebble Beach Resorts in Pebble Beach, Calif. for a four-day, first-class display of epicurean splendor and unrivaled access. In addition to cooking demonstrations led by the most talented chefs from around the globe and vertical tastings from the world's top wine producers, unique experiences added each year make this a must-see annual event for culinary enthusiasts and wine aficionados the world over. Ticket prices per person range from \$100 for a single event pass to \$4,750 for a VIP four-day pass, with access to all events and exclusive after-hours parties with the chefs and winemakers. To purchase tickets to Pebble Beach Food & Wine, or for more information on ticket packages and a full line-up of events, visit [www.pebblebeachfoodandwine.com](http://www.pebblebeachfoodandwine.com) or call 866-907-FOOD (3663).

## **ABOUT PEBBLE BEACH COMPANY**

Pebble Beach Company, headquartered in Pebble Beach, Calif., owns and operates the world-famous Pebble Beach Resorts, including The Lodge at Pebble Beach, The Inn at Spanish Bay and Casa Palmero. The company also operates four world-renowned golf courses: Pebble Beach Golf Links, Spyglass Hill Golf Course, The Links at Spanish Bay and Del Monte Golf Course. Its other famed properties include scenic 17-Mile Drive and The Spa at Pebble Beach, and it annually hosts premier events such as the Pebble Beach Concours d'Elegance, AT&T Pebble Beach National Pro-Am, Callaway Pebble Beach Invitational, Pebble Beach Food & Wine and Nature Valley First Tee Open at Pebble Beach. Site of the 2019 U.S. Open, Pebble Beach Golf Links has hosted five U.S. Opens, four U.S. Amateurs, one PGA Championship and numerous other tournaments.

## **ABOUT COASTAL LUXURY MANAGEMENT:**

Coastal Luxury Management, based in Carmel, California, is an event and hospitality management firm specializing in the luxury and lifestyle sector. Coastal Luxury Management's partners, Robert Weakley and David Bernahl, founded Pebble Beach Food & Wine in the early months of 2007. In its first year, Pebble Beach Food & Wine became the largest luxury food and wine event on the West Coast. In October of 2011, the company launched a sister event to Pebble Beach Food & Wine called Los Angeles Food & Wine, which encompasses over 70 events over four-days throughout the greater span of Los Angeles area. The company also operates Harvest: Farm-to-Table, a two-day agriculture lifestyle event in Carmel Valley that attracts 4,000 guests, 100 wineries, and 60 regional chefs. Coastal Luxury Management launched its restaurant division in 2010 with its first two projects, 1833 and Cannery Row Brewing Company.

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