



IOWA'S PREMIER
wine & food
EXPO
presented by **HyVee**

2011 IOWA'S PREMIER WINE AND FOOD EXPO ANNOUNCES FIRST CHEF

Iowa's Premier Wine & Food Expo – Hy-Vee Hall – November 11-12, 2011

TICKETS ARE ON SALE NOW!

(Des Moines, Iowa) – Iowa's largest culinary celebration has announced Art Smith as the first official Celebrity Chef to be featured at the fourth annual Iowa's Premier Wine & Food Expo, presented by Hy-Vee, November 11 – 12, 2011 at Hy-Vee Hall. Smith, who in 1997 became the personal, day-to-day chef for Oprah Winfrey, has most recently made television appearances on *Top Chef* and *Top Chef Masters*, where he quickly became an audience favorite. Smith now coordinates and cooks for the headline grabbing special events that Ms. Winfrey hosts around the world.

Tickets for this year's Expo, priced at \$30 and \$20 (children six and under are admitted into the show free), are on sale now and can be purchased at the Wells Fargo Arena Ticket Office, all online at iowaeventscenter.com/wineandfood, or charge by phone at 866-553-2457. For the first time in the event's history, alcohol sampling will now be included in the \$30 ticket price. The \$20 price does NOT include alcohol sampling.

This two-day event is a melting pot for culinary enthusiasts throughout the heartland, offering the opportunity to discover the latest cooking techniques from Celebrity Chefs, as well as those at the local and regional level. Visitors can sample new wines, specialty beers, and shop for the upcoming holidays, all while supporting a variety of local vendors.

The fourth annual event has not only added the popular alcohol sampling pass into the event ticket price, but also integrated wine and beer sampling through the event floor to allow show attendees more freedom to circulate throughout the event and visit all of the wonderful vendors. In past years, the sampling zone was sectioned off from the rest of the event.

Additional Chefs will be announced soon. For more information and all the latest news on this year's Expo, please visit www.iowaeventscenter.com/wineandfood.

ABOUT CHEF ART SMITH:

Smith has made regular television appearances on programs such as *Iron Chef America*, *The Today Show* and *Oprah* in addition to having served as a Williams-Sonoma culinary instructor and the special events chef for *Martha Stewart Living* magazine.

Smith is currently in production of his new TLC television series *COMFORT FOOD* (wt),

which explores the obsessions, triumphs, and secrets behind some of America's favorite comfort foods. The series is produced by True Entertainment.

A contributing editor to *O, the Oprah Magazine*, Smith is also the author of three award-winning cookbooks: *Back to the Table*; *Kitchen Life: Real Food for Real Families*; and *Back to the Family*. Most recently he contributed recipes and cooking advice to *The Spectrum*, the newest book by ground-breaking cardiologist and *New York Times* bestselling author Dr. Dean Ornish.

In 2003 he founded Common Threads, a non-profit organization that teaches children about diversity and tolerance through the world's great cultures. For his tireless Common Threads leadership, Smith was honored by *Chicago* magazine as a *Chicagoan of the Year* in 2007. That same year, the prestigious James Beard Foundation named him *Humanitarian of the Year*.

Chef Art Smith can serve up helpings of inspiration during live healthy cooking demonstrations! As Oprah's long-time personal chef, he perfected an arsenal of healthy recipes and has recently lost 100 pounds – the natural way. He even reversed his diagnosis of type-II diabetes without sacrificing food, flavor, or his zest for life! Learn about cooking healthy comfort foods that actually taste good, and how you too can improve your health through good eating!

ABOUT IOWA'S PREMIER WINE AND FOOD EXPO, PRESENTED BY HY-VEE:

Expo Show Hours:

Friday, November 11, 2011

3:00pm – 10:00pm

Saturday, November 12, 2011

10:00am – 9:00pm

Price of Admission includes:

- 1) Entrance into the Expo
- 2) Alcohol Sampling (for the \$30 ticket price; those not wishing to sample alcohol, or are under 21 years of age, pay \$20)
- 3) Ability to see Celebrity Chefs in the Celebrity Kitchen Theatre
- 4) Event Program (while supplies last)
- 5) Commemorative Wine Glass
- 6) Meet and Greets with Chefs (as time allows)

Features of Iowa's Premier Wine & Food Expo:

The Emporium – Featuring retail, food and service vendors from the region, you are sure to get your holiday shopping done on time this year. Great gift ideas for the chef in your home!

Celebrity Kitchen Theatre– See live demonstrations in this theater by popular celebrity chefs including Art Smith.

Meet & Greet Zone – Meet and get autographs from your favorite celebrity chef. Autographs are on a first come first served basis as time permits.

Local Stage – Learn the secrets of local and regional chefs. Stop by this stage to see how your favorite local dishes are prepared and hear wine seminars.

B.L.T. (Buy it, Leave it, Take it Home) – What a concept! When attendees purchase items on-site at Iowa's Premier Wine & Food Expo you can leave those items at the convenient, on-site drop-off location at no charge. Continue to peruse hands free and pick up your items when you are through.

Hy-Vee Wine Shop – Stop by here after Sampling Zone. At the Wine Shop, you can purchase all your favorites wines to take home and enjoy! Persons under 21 years of age must be accompanied by an adult.

Sponsored Opportunities – To learn more about how to become a sponsor of this year's expo, please contact Laurie Kemmit at 515-564-8019 or lkemmit@iowaeventscenter.com.

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