



IOWA'S PREMIER  
*wine & food*  
EXPO

presented by **HyVee**

**CURTIS STONE FEATURED AT IOWA'S PREMIER WINE & FOOD EXPO**

*Iowa's Premier Wine & Food Expo – Hy-Vee Hall – November 12-13, 2010*

**TICKETS ARE ON SALE NOW!**

**(Des Moines, Iowa)** – Iowa's largest culinary celebration has announced Curtis Stone as the first official Celebrity Chef to be featured at the third annual Iowa's Premier Wine & Food Expo, presented by Hy-Vee, November 12 – 13, 2010 at Hy-Vee Hall. Stone, who made his first appearance at the Des Moines Expo in 2008, is currently starring in the NBC hit *The Celebrity Apprentice* to benefit the "Feeding America" charity.

Tickets for this year's Expo, priced at \$21 for a day pass and \$37 for a two day pass (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 area Dahl's Foods locations, online at [dahlstickets.com](http://dahlstickets.com), or charge by phone at 866-553-2457.

Stone is not only known as a master chef and reality TV star, but a best-selling author and TV host as well. Having originally jumped onto the TV screen in 2003 as the host of his first show, *Surfing the Menu*, Stone became host of the TLC international sensation *Take Home Chef* in 2006. Stone can also currently be seen on the NBC hit *The Biggest Loser* where he has teamed up to help coach contestants on how to cook healthy meals and make smart eating choices. He's also on NBC's *Today Show* where he appears twice a month to show Americans delicious recipes and new dishes. An Australian native, Stone currently resides in Los Angeles, CA and prides himself on a cooking style that uses naturally produced ingredients, all while keeping it simple.

"We are very excited to be bringing some of the Nation's most prestigious Chefs to Des Moines for this year's Expo," said Matt Homan, General Manager for Global Spectrum at the Iowa Events Center. "Curtis Stone will bring a level of fun and excitement to the show that fans from all over the Midwest will enjoy."

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. Des Moines was recently named a "Five Star Food Town" in *Midwest Living's Best of the Midwest issue*, and show officials are excited to show off the gourmet foods that helped the city earn that title.

“We have great partners, exhibitors and patrons who all share our passion for cooking, food, and fine wine,” Homan said. “This annual Expo is a great way to showcase the many talents of chefs and vendors on both a national and local level.”

The second Celebrity Chef joining Stone in Des Moines will be announced soon. For more information and all the latest news on this year’s Expo, please visit [www.iowaeventscenter.com/wineandfood](http://www.iowaeventscenter.com/wineandfood).

### **Expo Show Hours:**

Friday, November 12, 2010  
3:00pm – 10:00pm

Saturday, November 13, 2010  
10:00am – 9:00pm

### **Price of Admission includes:**

- 1. Celebrity Chef performance in the Celebrity Kitchen Theatre**  
*Chef schedule to be released at a later date*
- 2. Official Expo Program (while supplies last)**
- 3. Celebrity Meet & Greet Zone**

### **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 Curtis Stone.

**Hockenberg’s 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.

**The Sampling Zone** – Imagine this.... A place where you can walk in and you’re surrounded by a variety of wine, beer and spirits available to sample for one low price of \$12.00 (must be 21 years of age to sample). Don’t miss the wide variety that the Sampling Zone has to offer. Upon completion of visiting the Sampling Zone, please be sure to visit the Wine Shop to purchase your favorite bottle of wine or specialty beer. What a great gift for the holidays!

**Hy-Vee Wine Shop** – Stop by here after taking in the 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 by** – Hy-Vee, WHO-TV, Hockenbergs, Renaissance Savery Hotel, Pioneer Communications

**Media Contact:**

Holly Kjeldgaard

Ph: (515) 564-8015

E-Mail: [hkjeldgaard@iowaeventscenter.com](mailto:hkjeldgaard@iowaeventscenter.com)

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