



Vegas Uncork'd 2010 – Press Kit

www.VegasUncorked.com

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EVENT OVERVIEW

Vegas Uncork'd is a destination-wide event designed to celebrate and reinforce Las Vegas' premier standing as the world's most exciting culinary destination. It was developed as a partnership between the Las Vegas Convention & Visitors Authority and *Bon Appétit* magazine and includes several top resorts and dozens of the world's most recognized chefs. It is held over Mother's Day weekend – in 2010, May 6-9 – with more than 30 events at six different resorts over the four-day weekend.

WHAT MAKES VEGAS UNCORK'D DIFFERENT FROM OTHER FOOD & WINE FESTIVALS:

- Emphasizes intimate events offering up-close access to the best chefs, sommeliers and culinary personalities in the world
- All participating, A-list chef talent has a restaurant presence in Las Vegas
- It is truly a national culinary event with a growing international profile – most people who come to Vegas Uncork'd are from other cities across the country; its international profile is even growing with visitors traveling from Canada and as far away as Australia to attend
- Offers world-class resort and entertainment amenities, and unique-to-Vegas experiences

PRODUCING ORGANIZATION

Vegas Uncork'd is produced by an event team in Las Vegas and New York. The producers that support the event:

<i>Bon Appétit</i> magazine	Las Vegas Conventions & Visitors Authority	R&R Partners
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RESORT PARTNERS

Vegas Uncork'd Presented by *Bon Appétit* events take place at the following core resorts:

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|------------------|-----------------|----------------------|
| - Bellagio | - Wynn Encore | - MGM Grand |
| - Caesars Palace | - Mandalay Bay | - Venetian Palazzo |

PARTICIPATING *BON APPÉTIT* PERSONALITIES:

- Barbara Fairchild, editor-in-chief
- Cat Cora, executive chef
- Victoria Von Biel, executive editor
- Hugh Garvey, features editor
- Sarah Tenaglia, senior food editor
- Andrew Knowlton, restaurant editor

VEGAS UNCORK'D BY THE NUMBERS

Year	Number of Events	Ticketed Guests
2007	18	2358
2008	21	3612
2009	25	4275

The Guests in 2009

Average Household Income	\$120,000 +
Out of Town Guests	72%, 9% international
Visited Las Vegas because of event	68%
Average overall trip expenditures	73% higher than avg. LV visitor
Recommend Vegas Uncork'd to friends	89%
Plan to return	76%

2010 EVENT HIGHLIGHTS

Examples of participating chefs (50 + of the world's best):

Wolfgang Puck	Joël Robuchon	Charlie Trotter
Bobby Flay	Paul Bartolotta	Bradley Ogden
Charlie Palmer	Michael Mina	Alain Ducasse

Smallest Event

Chef's Table with Alain Ducasse – 12 people will sit with the Master Chef as he plans he seasonal menus changes

Largest Event

Vegas Uncork'd Grand Tasting at Caesars Palace Garden of the Gods pool complex – five acres with over 50 of the city's top restaurants and chefs along with dozens of vintners and spirits partners

Ticket Low/High

\$50 / \$295 (no all-access tickets); purchase at www.VegasUncorked.com

BIOGRAPHIES

Barbara Fairchild

Bon Appétit Editor-in-Chief, Barbara Fairchild, joined *Bon Appétit* in 1978 as an editorial assistant, and after rising through the ranks, was promoted to Editor-in-Chief in June 2000. A prominent leader in the epicurean world, Ms. Fairchild was inducted into the James Beard Foundation's "Who's Who in American Food and Beverage" in May 2000. She is a member of over a dozen professional organizations (including the American Society of Magazine Editors) and devotes time to charities. Ms. Fairchild has also had a long association with The James Beard Foundation. Frequent television appearances include NBC's Today Show and Dateline NBC, CNN, Food Network, Fine Living Network and A&E's Biography. During Ms. Fairchild's tenure as Editor-in-Chief, *Bon Appétit* has been honored with three James Beard Awards, two VisitBritain Travel Writing Awards, a VisitScotland Travel Journalism Award and the Society of American Travel Writers' Lowell Thomas Award for Outstanding Travel Writing. The highly successful "The *Bon Appétit* Cookbook," released in the fall of 2006, was named one of the top books of the year by Publishers Weekly and Amazon.com.

Cat Cora

Both on- and off-screen, *Bon Appétit* Executive Chef Cat Cora has continued to make a lasting impression on the culinary community. In 2005, Cat made television history on Food Network's Iron Chef America as the first and only female Iron Chef, and in November 2006 *Bon Appétit* magazine bestowed her with their Teacher of the Year Award. That month, she was also honored with another great culinary distinction when she was named Executive Chef of the magazine. In December 2008, Cat launched CCQ (Cat Cora's Queue) at Macy's new Signature Kitchen restaurant in California's South Coast Plaza location. Inspired by her own unique barbeque traditions, Cat designed CCQ as a fast casual concept that defines her passion for global BBQ, offering various sauces and flavors. She also opened Kouzzina (Greek for "kitchen") at Walt Disney World's Boardwalk Resort in the fall of 2009. Kouzzina offers a menu of Mediterranean-style cuisine that pays tribute to the Cat's Greek roots. She has authored two cookbooks, *Cat Cora's Kitchen* and *Cooking From The Hip: Fast, Easy, Phenomenal Meals*.

ABOUT *Bon Appétit* Magazine

Bon Appétit magazine, a Condé Nast Publication, celebrates the world of great food and the pleasure of sharing it with others. Every issue engages 8 million readers in a hands-on experience regarding all aspects of the epicurean lifestyle—cooking, dining out, wine and spirits, travel, entertaining, shopping and kitchen design.

Both creative inspiration and practical guide, *Bon Appétit* magazine delivers that just-right mix of sophistication and accessibility, indulgence and simplicity, and quality. Please visit <http://www.bonappetit.com>.

ABOUT THE LVCVA

The Las Vegas Convention and Visitors Authority (LVCVA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center and Cashman Center. With approximately 148,000 hotel rooms in Las Vegas alone and more than 10 million square feet of meeting and exhibit space citywide, the LVCVA mission centers on attracting ever-increasing numbers of leisure and business visitors to the area. For more information, go to <http://www.lvcva.com> or <http://www.visitlasvegas.com>.