

**FOOD & WINE**



**Michael Symon, Marcus Samuelsson and Mark Oldman to Join Mexico's Top Celebrity Chef Talent at FOOD & WINE Festival in Ixtapa-Zihuatanejo in March 2012**

**Inaugural year's sold-out success affirms FOOD & WINE's decision to bring the event back to the Pacific Coast Paradise of Ixtapa-Zihuatanejo**

**New York, NY/Ixtapa-Zihuatanejo, Mexico (October 24, 2011)** – Epicures and oenophiles will be heading to the Pacific Coast of Mexico again this winter for the second annual FOOD & WINE Festival in Ixtapa-Zihuatanejo (March 22-24, 2012). Award-winning chefs Michael Symon and Marcus Samuelsson and leading wine expert Mark Oldman will join Mexico's most esteemed culinary professionals to celebrate the cuisine and wines of Mexico and a philosophy of "32 tastes, 1 history, 1 soul." The event is hosted by FOOD & WINE in conjunction with the Ixtapa-Zihuatanejo Convention and Visitors Bureau.

In 2011, FOOD & WINE chose Ixtapa-Zihuatanejo for the magazine's first foray into Latin America. The event was highly successful, selling out every slot on a packed, three-day agenda. In its return in 2012, the festival is proud to host two James Beard-award winning chefs in Symon and Samuelsson and one of the U.S.'s top wine personalities in Oldman.

"We are honored to partner with FOOD & WINE and announce the return of the FOOD & WINE Festival in Ixtapa-Zihuatanejo," said Higinio de Leon, Chairman of the Ixtapa-Zihuatanejo Convention and Visitors Bureau. "Bringing such talented chefs continues to cement our festival as a premier culinary event with a distinct point of view, combining international talent with Mexico's own top chefs and wine makers to celebrate the culture and cuisine that makes our country so great."

Symon, known for his acclaimed Cleveland restaurants and his appearances on Iron Chef, draws on his Greek and Sicilian heritage to create dishes that are vibrantly flavored and intensely satisfying. He was named a Best New Chef by Food & Wine magazine in 1998 and is now a co-host of ABC's new food talk show "The Chew."

"I'm totally psyched to be invited to participate in this festival and get to experience first-hand the unique, intense flavors of Mexican cuisine," Symon said. "Ever since I learned about the success of the inaugural event I've been dying to get involved with this festival."

Samuelsson brings a world-class culinary talent to the festival. His cooking blends influences from Scandinavia, Africa and the Americas, taking a modern approach to traditional cuisines. Samuelsson, the chef-owner of Red Rooster Harlem and Founder of [FoodRepublic.com](http://FoodRepublic.com), is the youngest chef to ever receive two three-star ratings from The New York Times. In 2009, he served as guest chef for the first state dinner of the Barack Obama presidency.

"The quality of cooking in Latin America has always been on the cutting edge of the culinary world," Samuelsson said. "I'm truly appreciative of the opportunity to work closely with the incredibly talented chefs in Mexico."

Award-winning author, TV personality and wine expert Oldman regularly speaks to sold-out audiences at top culinary festivals, including the FOOD & WINE Classic in Aspen and the James Beard House. As a TV judge for PBS's "The Winemakers," wine expert for Pottery Barn, and wine columnist for the Food Network, Oldman's signature style aims to turn wine lovers into true wine connoisseurs.

The festival will also feature top Mexican celebrity chef talent, including Guillermo González Beristain, José Ramón Castillo, Aquiles Chávez, Federico López, Alfredo Oropeza and Patricia Quintana.

Mexican cuisine was recognized by UNESCO as an "Intangible Cultural Heritage of Humanity" in 2010, and the festival's homegrown talent will showcase their reverence for Mexico's culinary traditions throughout the weekend.

"We are excited to partner with the Ixtapa-Zihuatanejo Convention and Visitors Bureau for the second annual FOOD & WINE Festival in Ixtapa-Zihuatanejo," said Christina Grdovic, vp/publisher of FOOD & WINE. "Master chefs from throughout Mexico will present authentic cuisine and work in concert with our exciting line-up of celebrity chefs to create an unforgettable epicurean experience."

Beyond the plate, attendees will be able to enjoy all that this tropical paradise has to offer. Ixtapa-Zihuatanejo's activities include world-class spas, beaches, surfing, shopping and eco-tourism. With over 75 hotels and more than 25 miles of beach, Ixtapa-Zihuatanejo provides an authentic escape unlike any other Mexican destination.

What makes Ixtapa-Zihuatanejo distinctive is the multifaceted appeal of the two neighboring yet unique towns. Ixtapa is a vacation haven of sandy beachfront and five-star resorts, while the older Zihuatanejo is a picturesque, traditional fishing village with ocean-front boutique hotels. Travelers to the region experience the best of both the modern and traditional, the visitor and the local, just moments apart.

The complete festival lineup and ticket information will be announced later this fall. For more information, visit <http://www.izfoodandwine.com/>.

**About the FOOD & WINE Festival in Ixtapa-Zihuatanejo**

FOOD & WINE, which presents the FOOD & WINE Classic in Aspen and sponsors the New York City Wine & Food Festival and South Beach Wine & Food Festival, chose Ixtapa-Zihuatanejo for the magazine's first foray into Latin America. The pristine setting, exceptional resorts, service and rich culinary heritage were all factors in the decision to bring this definitive event to the Pacific Coast of Mexico.

### **About Ixtapa-Zihuatanejo**

Ixtapa-Zihuatanejo is one of the premier vacation destinations in Mexico. Located on the Pacific Coast, it boasts world-class hotels, restaurants, fishing, surfing and family activities. Situated just 10 minutes apart, Ixtapa is a modern beach resort town, while Zihuatanejo is a historic fishing port. The Ixtapa-Zihuatanejo airport can be reached by non-stop service via several major U.S. and Canadian airlines.

### **About FOOD & WINE**

FOOD & WINE is the modern, stylish, trend-spotting, talent-seeking epicurean brand. Created by American Express Publishing, the luxury-lifestyle authority, Food & Wine includes a monthly magazine with a circulation of 925,000, a books division and the website [foodandwine.com](http://foodandwine.com), with updates on Twitter (@fandw) and Facebook.

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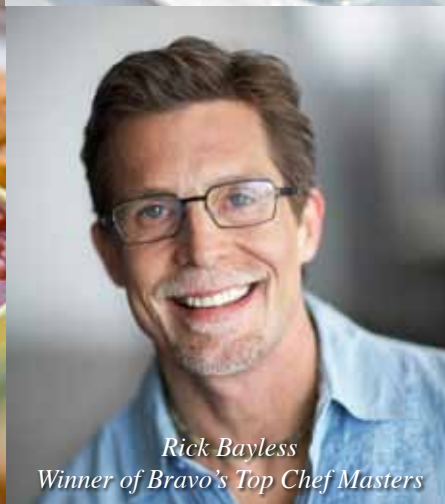
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*Winner of Bravo's Top Chef Masters*



THE  
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FESTIVAL  
*in* IXTAPA  
ZIHUATANEJO

Delve deep into the cuisines of Mexico under the leadership of world-renowned chefs in Ixtapa and Zihuatanejo. Over the course of three days, award-winning chef and author Rick Bayless along with acclaimed chefs and mixologists will guide you on a palate-expanding journey that overlays the traditional culture and fresh, local bounty of Zihuatanejo with Ixtapa's sophisticated ambiance. Cooking demonstrations and tastings share the stage with opportunities such as a catamaran tour of the bay, a stroll along Ixtapa's vibrant embarcadero and visits to private homes. Attendance is limited. Learn more at [www.foodandwine.com/iz](http://www.foodandwine.com/iz) then join us for a taste of Ixtapa-Zihuatanejo you won't soon forget.



MARCH 26 – 28, 2011 • 32 TASTES. | HISTORY. | SOUL.

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MARCH 22-24, 2012

## THE FESTIVAL

This year's Festival presents another banquet of culinary indulgences, all with a distinctive Mexican point of view. Celebrity chefs **Michael Symon** and **Marcus Samuelsson** and wine expert **Mark Oldman** join **Mexican Celebrity Chefs** for an authentic exploration of local flavors. Sample traditional dishes with a modern flair and for a special highlight, dig into award-garden street food that will leave you cooing and sipping down the confetti rain. Don't miss classes, exclusive house tours and a catamaran cruise past quiet fishing villages — reminding you what makes gorgeous Ixtapa Zihuatanejo so delightful, all by itself. **Buy tickets now** or visit [AlaskaAir.com](http://AlaskaAir.com) to book your flight.

EVENT SCHEDULE

THURSDAY

FRIDAY

SATURDAY







