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THE 19TH ANNUAL

SAVEUR

TEXAS HILL COUNTRY

WINE & FOOD FESTIVAL

APRIL 1-4, 2004

For almost two decades now, the Texas Hill Country Wine & Food Festival has been spring's signature epicurean event, attended by most celebrated chefs and notable newcomers. The chefs and restaurateurs who have defined American cooking for the past decade are here, but so are the rising stars who are challenging their established colleagues with new ideas, ingredients and techniques. Once again, the Festival combines wine, food, music and fun in a down-home (yet sophisticated) atmosphere.

WWW.SAVEUR.COM/TEXASFESTIVAL

CULINARY ALL-STARS ASSEMBLE IN AUSTIN

Music, food, fun and America's most exciting chefs are just the appetizers for the Saveur Texas Hill Country Wine & Food Festival

COLMAN ANDREWS

Co-founder and editor-in-chief of *Saveur* magazine, Colman is also the author of three acclaimed books, *Everything on the Table*, *Flavors of the Riviera*, and *Catalan Cuisine* as well co-author of the three *Saveur Cooks Authentic* cookbooks. Colman has a decade-long relationship with the Texas Hill Country Wine & Food Festival and his involvement ranges from creating seminars to getting on stage with his band. A recipient of the 1998 M.F.K. Fisher Distinguished Writing Award from the James Beard Foundation, Colman will chair a panel discussion, Food Critics: Do We Really Need Them?

BOBBY FLAY

Who doesn't know Bobby Flay? With three television series on Lifetime network, he's appeared in everyone's home at least once. Born and raised in Manhattan, Bobby became interested in cooking at age 17 and attended the French Culinary Institute. His first job after graduating was at the Miracle Grill

in New York where Bobby caught the attention of celebrity restaurateur Jerome Kretchmer. Kretchmer offered him the opportunity to become a partner in the opening of Mesa Grill in 1991. In 1993, Bobby teamed up with Laurence Kretchmer to open Bolo. That same year, Flay received the coveted Rising Star Chef of the Year award from the James Beard Foundation. Bobby is the author of *Bold American Food*, *From My Kitchen to Your Table* and *Boy Meets Grill*. He'll be at the Scramble With Our Chefs Golf Tournament; Home on the Range at the TDS Exotic Game Ranch and the Sunday Wine and Food Fair Cooking Demonstration.

MATT GALLO

You can't talk about American wine without talking about Gallo. Growing up in Modesto, California, Matt was a regular companion of his father Bob and grandfather, winemaker Julio Gallo, on weekend trips to Sonoma County. Matt's success as a grower of premium varietal grapes has provided superb materials to the winemaking team, led by his sister, Gina Gallo, and Marcello Monticelli. "My grandfather believed that Sonoma was the best place in the world to grow grapes, and I think he was right," Matt says. "What we have tried to do at Gallo

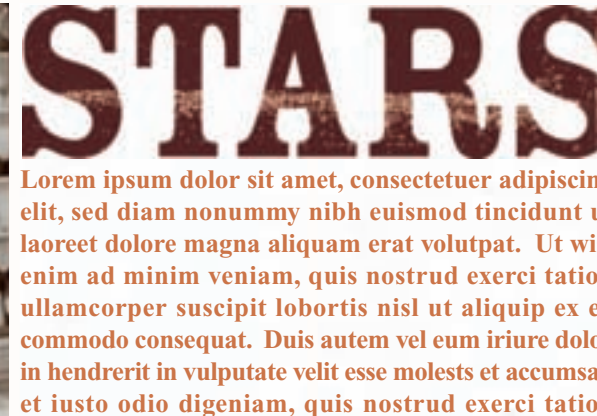
with the glories of Southwestern food, Dean Fearing is very enthusiastic about appearing at the Festival. After becoming the Executive Chef at The Mansion on Turtle Creek in Dallas, Dean was instrumental in developing the new cuisine and is widely regarded as the father of Southwestern cooking.

DEBORAH MADISON

Founding chef of Greens restaurant in San Francisco, Deborah is the award-winning author of five cookbooks, including *The Greens Cookbook*, *Vegetarian Cooking for Everyone* and her newest book, *Local Flavors*. Involved with issues of farming and sustainable agriculture, Deborah is a contributor to numerous cooking and gardening magazines. Deborah will bring her considerable knowledge of fresh food to Austin in the seminar Local Flavors: From Farm to Market to Table.

DANNY MEYER

When Danny Meyer opened New York's Union Square Cafe in 1985, he helped pioneer an exciting new breed of restaurant, pairing excellent food and wine with warm hospitality. Union Square won the first James Beard Award for Excellence in Service and Hospitality in 1992, and in 1994, Danny opened Gramercy Tavern with Chef Tom Colicchio. Eleven Madison, Tabla and Blue Smoke have since followed.



STARS

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STEVEN RAICHLEN

Author of the best-selling *Barbecue Bible*, Steven is a journalist, cooking teacher and host of the television show *Barbecue University* on PBS. *Barbecue Bible* was an outgrowth of a four-year 200,000 mile odyssey during which Steven studied grilling techniques across the globe. His

GRADY SPEARS

Grady worked as a cowhand and cattle broker before becoming a chef and restaurateur. His work has been widely praised in newspapers and magazines including the *New York Times*, *Texas Monthly*, *P.O.V.* and others. Named one of the top five chefs of 1998 by *Restaurants and Institutions*

I've seen that the Festival fills needs for not only students but enthusiasts who are interested in the role food and wine play in our lives. It offers usable information for professionals and non-professionals. It's nice to have a time when the pros can get together with serious food enthusiasts and talk to them one-on-one, because everyone has something to offer."

The Saveur Texas Hill Country Wine & Food Festival has grown into one of the largest and most enjoyable culinary events in America. The Festival offers a rare opportunity to meet celebrities from the worlds of food and wine.



of Sonoma is capture the character of the region and I think we've succeeded in doing that."

DAVID BULL

Recently honored as one of America's best new chefs, David Bull was reared on old-fashioned immigrant cuisine in upstate New York. He began his culinary career at age 12 in his grandfather's restaurant. Classically trained at the Culinary Institute of America, David went on to cook at the Peabody Hotel in Orlando, The Mansion on Turtle Creek in Dallas and today oversees a dynamic culinary team at Austin's. David will oversee and host a winemaker luncheon and give two demonstrations of his unique cooking style.

DEAN FEARING

Having acquainted Her Majesty, the Queen of England and Presidents George Bush and Bill Clinton

Meyer is co-author with Michael Romano of the best-selling *Union Square Café Cookbook* and *Second Helping*. Danny also won the James Beard Humanitarian of the Year Award and he'll be a host for the Big, Bad, Barbecue-and-Beer Bus Bash.

DREW NIEPORENT

One of America's most respected restaurateurs, Drew Nieporent is the owner of the celebrated Tribeca Grill, Rubicon, Nobu and The Coach House, among others. Drew formed the Myriad Restaurant Group in 1993, a hospitality consulting and management company. He's the recipient of many personal honors, having been inducted into Who's Who Of Cooking in America by the James Beard Foundation and receiving humanitarian honors from both the James Beard Foundation and DiRona. Drew will add his expertise to the panel Food Critics: Do We Really Need Them?

most recent book, *BBQ USA*, is a 780-page paean to American regional barbecue. Steven will be on hand at Home on The Range at the TDS Exotic Game Ranch and the Sunday Wine and Food Fair Cooking Demonstration.

MARCUS SAMUELSSON

Perhaps no other chef has taken a more interesting route to the Texas Hill Country Wine & Food Festival than Marcus. Born in Ethiopia and raised in Sweden, he is now chef and co-owner of Restaurant Aquavit. He was the youngest chef ever to receive a three-star review from the *The New York Times* and the James Beard Foundation honored him as Best Rising Star Chef in 1999 and Best Chef New York City in 2003. Marcus will present A Chef's Journey showcasing his nonpareil style at Backstage at KLRU.

and Rising Star of 1999 by *Restaurant Hospitality* magazine, Grady is the author of *A Cowboy in the Kitchen*, *Cowboy Cocktails* and *The Great Steak Book*. He'll be at Home of the Range at the TDS Exotic Game Ranch and the Circle of Wagons at the Sunday Wine and Food Fair.

TEXAS CULINARY ACADEMY

In addition to the human all-stars, there are a couple of institutions that add flavor to the Festival. The Texas Culinary Academy is the only Le Cordon Bleu program in Texas, employing 40 executive chefs who mentor more than 700 students.

"Our partnership with the Festival has been in place for awhile," notes TCA President Harvey A. Giblin. "It gives students a chance to interact with internationally recognized food and wine professionals. "The Festival has really grown over past few years.

TCA places its students in food service careers throughout Texas, across the U.S. and even internationally. For more information, go to www.txca.com.

SPONSORS

SCHEDULE

THURSDAY, APRIL 1ST

TOUR DAY

Exploring Cheese with Ryan Hardy
 Savoring Southern-Style Cooking with Bob Waggoner
 Savor the Hill Country Luncheons
 Becker Vineyards ★ Fall Creek Vineyards ★ Spicewood Vineyards
 Big Bad Barbecue-and-Beer Bus Bash
 SAVEUR's Ultimate Cocktail Party
 The New Breed of Sommelier
 Edible Endings: Desserts and Dessert Wines

FRIDAY, APRIL 2ND

EDUCATION DAY

Start Your Day the Cowboy Way Breakfast
 A Chef's Journey with Marcus Samuelsson
 What Makes Great Wine Great with Karen MacNeil
 Food Critics: Do We Really Need Them?
 Local Flavors: From Farm to Market to Table
 Texas Wines...Taste a Rising Star!
 Wine 101 with Michael Bonadies
 Cigar Smoker and Tequila and Mezcal Chaser
 Texas Artisanal Cheese and Wine Primer
 Lusty Reds and Scarlet Lips
 Stars Across Texas Grand Tasting

SATURDAY, APRIL 3RD

OUTDOORS DAY

Scramble with Our Chefs Celebrity Golf Tournament
 Sparkling East Coast Power Breakfast
 Hair of the Dog Breakfast
 Premium Wines of Texas: What Texas Vintners Hang
 Their Hats On
 A Grab for Wine, Land, and Love
 Winemaker Luncheons
 Caf at the Four Seasons ★ The Driskill Grill
 ★ Moonshine ★ The Roaring Fork ★ Truluck's
 Home on the Range at TDS Exotic Game Ranch
 Backstage at KLRU, Home of Austin City Limits
 Fine Wine Charity Auction

SUNDAY, APRIL 4TH

THIRD COAST CELEBRATION

SAVEUR Texas Hill Country Wine & Food Fair
 including:
 A Grand Tasting of Texas Wine and Drink
 SAVEUR Hospitality Expo Center
 Texas Craft Brewers Tent
 Vintners Tent
 Go Texan Pavilion
 Cooking Demonstrations with Texas Wines
 A Gathering of Wagons
 Live Music Stage

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