

2017 EVENT PROGRAM



IOWA'S PREMIER BEER, WINE & FOOD

EXPO PRESENTED BY **HyVee**
EMPLOYEE OWNED

Friday, NOV. 10, 4-9 PM
Saturday, NOV. 11, 1-8 PM

HY-VEE HALL | IOWA EVENTS CENTER
730 THIRD STREET DES MOINES, IA 50309

iowaeventscenter.com/wineandfood

Hy-Vee.

Cheers!

Your Hy-Vee offers a wide variety of all of your favorite beers!



Hy-Vee.

SUPER COUPON

LU 86288

1.00 off

Growler fill or refill
select varieties, 64 fl. oz.

Our Growler Stations are serving up fresh beers each week in the Hy-Vee Wine & Spirits. Stop in and try one of our many craft beers on tap!



AVAILABLE IN AT OUR 8 LOCAL WINE & SPIRITS GROWLER STATIONS AND IN OUR 18 DES MOINES AREA MARKET GRILLE LOCATIONS.

Limit 1 offer per coupon. Limit 1 coupon per customer. Offer valid at all Des Moines Hy-Vee stores through November 30, 2017.

Hy-Vee.

SUPER COUPON

LU 86289

Craft Beer 4 pack or 6 pack

select varieties, 12 fl. oz. bottles **save 5¢ per gallon with each craft beer 4 pack or 6 pack purchased**

FUEL SAVER
EARN
5¢
OFF
PER GALLON

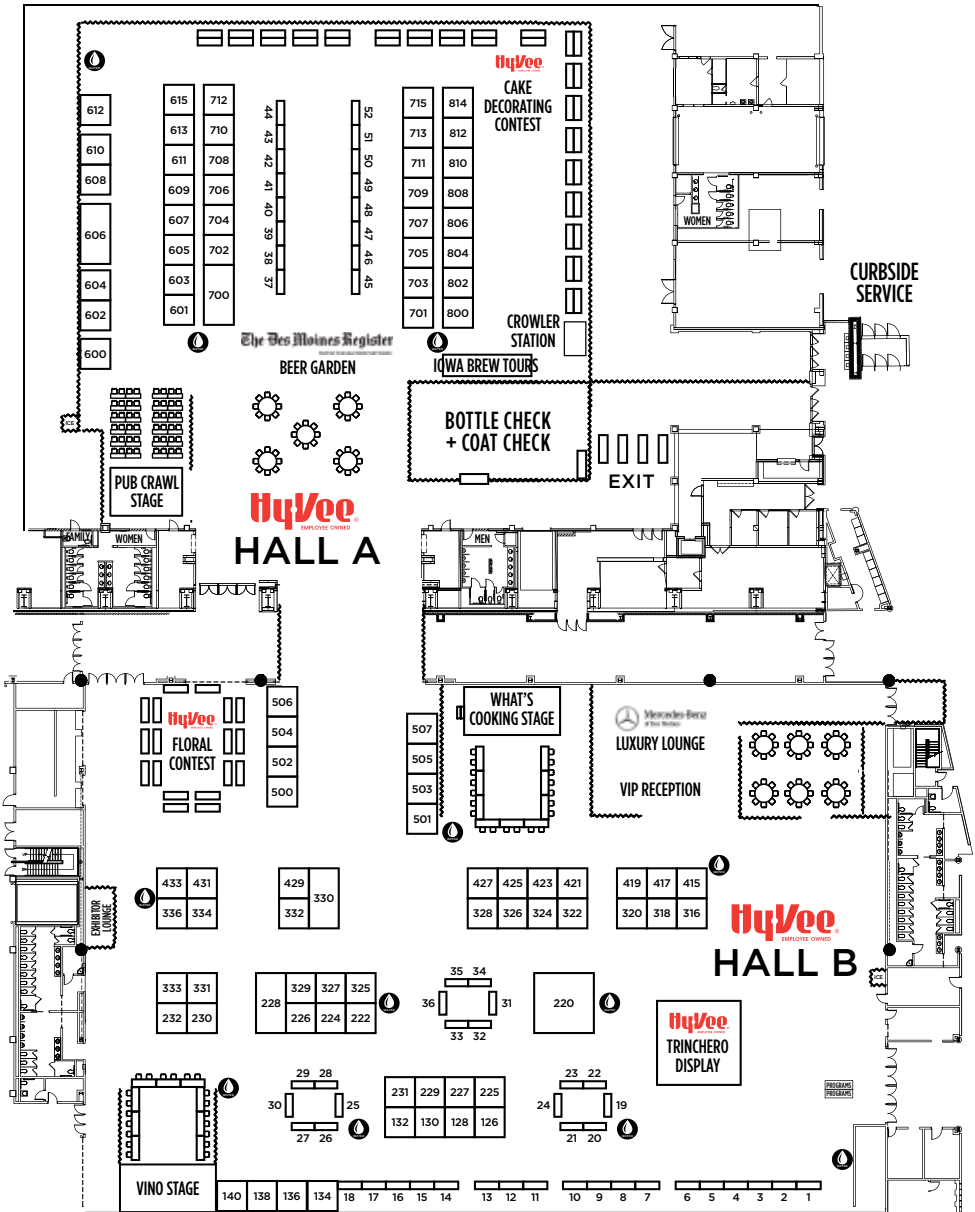


Limit 1 offer per coupon. Limit 1 coupon per customer. We reserve the right to limit quantities. Cannot be combined with other fuel saver promotions. Limited to 20 gallons of fuel per purchase, per vehicle. Offer valid at all Des Moines Hy-Vee stores through November 30, 2017.

TABLE OF CONTENTS

Booth & Stage Layout	4
Show Features	5
Event Schedule	6
Exhibitors	8
Iowa Sampling Instructions	12
Gourmet Pairing Experience	13
Stacey Wertzberger, <i>Fleur Drive Hy-Vee</i> Chris Anderson, <i>Odell Brewing</i>	14
Matt Drennan, <i>Fleming's Prime Steakhouse & Wine Bar</i> Benjamin Poole, <i>representing Neyers Vineyards</i>	15
Alex Strauss, <i>West Lakes Hy-Vee</i> Kyl Cabbage, <i>Vino209</i>	16
Lynn Pritchard, <i>Table 128 Bistro + Bar</i>	17
Dawn Musgrove, <i>New Day Catering</i> David Jespersen, <i>Riboli Family Winery Estates</i>	20
Alessandra Meschini, <i>Cooking With Alessandra</i> Marc Carrigan, <i>Foley Family Wines</i>	21
Joe Foster, <i>Southern Glazer's Wine & Spirits</i> Cal Dennison, <i>Kingdom Wine Company</i>	22
Yeager Sharpe, <i>Breckenridge Brewery</i>	23
Terrie Kohl, <i>Country Club Market</i> Heidi Messelheiser, <i>Southern Glazer's Wine & Spirits</i>	26
Melissa Bartholomew, <i>VOM FASS</i>	27
Cassandra Monroe, <i>Cassandra Monroe Blog</i>	28
Nick Murphy, <i>Toppling Goliath Brewing Co.</i>	29
Jonathan Cook, <i>Iowa Events Center</i> Joey Hansen, <i>Exile Brewing Co.</i>	30
John McMains, <i>NoCoast Beer Co.</i> Aaron Ostrem, <i>NoCoast Beer Co.</i>	31
Brian Congdon Richard Arndt	38

BOOTH & STAGE LAYOUT



SHOW FEATURES

This year, Iowa's Premier Beer, Wine & Food Expo is celebrating its 10th anniversary! Sip and sample from the Midwest's best breweries, wineries and restaurants. Mingle, listen to live music and check out speakers and activities on the Pub Crawl, VINO and What's Cooking Stages. Don't leave before purchasing the beer and wine you sample to take home with you!

WHAT'S COOKING STAGE

This year, we're featuring interactive cooking classes on this stage. Check out Snactivity Hour Friday night, plus learn how to make a charcuterie tray, pasta, vinaigrettes and sushi. Hope you come hungry!

VINO STAGE

The VINO Stage features 60-minute wine tasting education, plus a food blogger showing off her best insta-worthy food and wine photography tips!

PUB CRAWL STAGE

Located in the beer garden, learn about award-winning local brewers and how to mix unique food with your favorite brews.

CROWLER STATION

For the first time, we will have crowlers available for purchase. Choose from a number of draft beers including several rare beers, available only until they run out. These beers will not be available to sample and there will be different selections offered on Friday and Saturday. Be sure to check back often so you don't miss out on these beers!

GOURMET PAIRING EXPERIENCE

This unique, exclusive dining experience pairs a tapas-style, multi-course meal with select wine or beer presented, paired and served by one of Des Moines' top chefs!

MERCEDES BENZ OF DES MOINES VIP RECEPTION AREA

See the new Mercedes Benz of Des Moines models in this interactive area of the show floor. Brian Congdon will perform to the invite-only VIP Party Friday from 5-7 PM. Saturday, the area transforms into a lounge open to all with live music from Richard Arndt from 5-7 PM and cake samples from Hy-Vee.

BOTTLE CHECK + COAT CHECK

All attendees who wish to purchase beer and wine at the show are invited to leave their selections at our Bottle Check at no charge so they can freely roam and enjoy the rest of the event. Once ready to leave the show, simply head back to the area and check out. Curbside pickup will be available with help from volunteers. Purchase 6 or more 6-packs of beer or bottles of wine and get 15% off your order!

NAMASTE FOR CHAMPAGNE (separate ticket is required for this event.)

Grab your friends and Namaste for Champagne with us as we partner with Power Life Yoga on a brand new addition to the show! Saturday morning inside the Beer Garden, join us for an hour of yoga taught by instructor Caryn Lee Meeks beginning at 11 AM, followed by a giant champagne toast!

VARIETY THE CHILDREN'S CHARITY

A portion of this event's proceeds will be donated to Variety, thank you for supporting!

A SPECIAL THANKS TO THE FOLLOWING SPONSORS:



Mercedes-Benz
of Des Moines

The Des Moines Register
PART OF THE USA TODAY NETWORK



EVENT SCHEDULE

(SUBJECT TO CHANGE)

FRIDAY, NOVEMBER 10, 2017

WITH EMCEE MOOSE FROM LAZER 103.3

WHAT'S COOKING STAGE	VINO STAGE	PUB CRAWL STAGE	GOURMET PAIRING EXPERIENCE <small>(must have separate ticket to attend)</small>
<p>6:00-7:00 PM: Dawn Musgrove, New Day Catering (Cocktail Snacktivity Hour) with David Jespersen, Riboli Family Winery Estates</p> <p>7:30-8:30 PM: Alessandra Meschini, Cooking with Alessandra (Pasta Making) with Marc Carrigan, Foley Family Wines</p>	<p>6:00-7:00 PM: Joe Foster, Southern Glazer's Wine & Spirits (Champagne Education)</p> <p>7:30-8:30 PM: Cal Dennison, Kingdom Wine Company</p>	<p>6:00-7:00 PM: Moose, LAZER 103.3 with Joey Hansen, Exile Brewing Co. (Iowa Events Center and Exile Brewing Co. Beer Collaboration Release + Foo Fighters Ticket Giveaway)</p> <p>7:30-8:30 PM: Yeager Sharpe, Breckenridge Brewery (Nitro Beer)</p>	<p>6:30-8:00 PM: Stacey Wertzberger, Hy-Vee with Chris Anderson, Odell Brewing</p> <p>7:00-8:30 PM: Matt Drennan, Fleming's Prime Steakhouse & Wine Bar with Benjamin Poole, representing Neyers Vineyards</p>

MERCEDES BENZ OF DES MOINES VIP RECEPTION AREA

5:00-7:00 PM: music by **Brian Congdon** (must have VIP Reception invitation to attend)

EVENT SCHEDULE

(SUBJECT TO CHANGE)

SATURDAY, NOVEMBER 11, 2017

WHAT'S COOKING STAGE	VINO STAGE	PUB CRAWL STAGE	GOURMET PAIRING EXPERIENCE <small>(must have separate ticket to attend.)</small>
<p>1:30-2:30 PM: Alex Strauss, Hy-Vee (Charcuterie Class) with Heidi Messelheiser, Southern Glazer's Wine & Spirits</p> <p>3:30-4:30 PM: Terrie Kohl, Country Club Market (California Sushi Rolls)</p> <p>5:30-6:30 PM: Melissa Bartholomew, VOM FASS (DIY Vinaigrettes)</p>	<p>1:30-2:30 PM: Cassandra Monroe, Cassandra Monroe A Lifestyle Blog (Insta-Worthy Photography Tips)</p> <p>3:30-4:30 PM: Cal Dennison, Kingdom Wine Company</p> <p>5:00 PM: Floral Winner Announcement</p> <p>5:15 PM: Bakery Winner Announcement</p> <p>5:30-6:30 PM: Marc Carrigan, Foley Family Wines</p>	<p>11:00 AM-12:00 PM: Namaste for Champagne, Beer Garden (Separate Ticket Required)</p> <p>1:30-2:30 PM: Jonathan Cook, Iowa Events center with Joey Hansen, Exile Brewing Co.</p> <p>3:30-4:30 PM: John McMains & Aaron Ostrem, NoCoast Beer Co. with Yancey's Fancy</p> <p>5:30-6:30 PM: Nick Murphy, Toppling Goliath Brewing Co.</p>	<p>6:00-7:30 PM: Alex Strauss, Hy-Vee with Kyl Cabbage, Vino209</p> <p>6:30-8:00 PM: Lynn Pritchard, Table 128 Bistro + Bar</p>

MERCEDES BENZ OF DES MOINES VIP RECEPTION AREA

5:00-7:00 PM: music by **Richard Arndt** (open to all ticket holders)

EXHIBITORS

Featuring over 700 varieties of beer, wine and food to sample and purchase at the show exit. You will have the opportunity to sample wines and beers from around the world as well as from right here in Iowa. With each purchase, you will receive a complimentary wine tote. Fill the bag and receive a **15% discount** on your purchase!

A SPICE ABOVE // 231

AMERICAN BEVERAGE
CORPORATION // 505
Daily's Cocktails

ANHEUSER-BUSCH // 709, 711, 713
10 Barrel
Barrel Brewing
Elysian
Golden Road
Goose Island
Hoegaarden
Leffe
Stella

ARDON CREEK VINEYARD
& WINERY // 22

AUGUST SCHELL BREWING // 708

BACKPOCKET BREWERY // 706

BARATTA'S ITALIAN
RESTAURANT // 320

BAREFOOT WINES // 128

BASH CATERING AND EVENTS // 427

BELL'S BREWERY // 602

THE BEVERAGE SPECTRUM // 17
Dachshund
Flower Garden
Halby
Modelland

Oak Grove
Quady

BIG LOST MEADERY // 36

BLAZE PIZZA // 429

BNA WINE GROUP // 18
Butternut
Humble Pie
The Rule
The Volunteer

BOGLE VINEYARDS // 14

BOONE VALLEY BREWING // 52

BOOZY SCOOP // 415

BOSTON BEER COMPANY // 603
Sam Adams

BRAVO! CUCINA ITALIANA // 431

BRECKENRIDGE BREWERY // 710

CABOT CREAMERY // 227

CANDONI WINES // 28

CASK & CORK DISTRIBUTING // 35
Fit Vine
Sean Minor

CHEERS SUNGLASSES // 318

CONFLUENCE BREWING
COMPANY // 604

CONSTELLATION BRANDS
(BEER) // 703
Corona Familiar
Modelo
Pacifico

CONSTELLATION BRANDS
(WINE) // 132
7 Moons
Callie Collection

Cooper and Thief
Notable

CRIMSON WINE GROUP // 29
Chamisal Stainless
Double Canyon Horse Heaven Hills
Pine Ridge
Seghesio

CURBIN' CUISINE // 329

CUTCO CUTLERY // 225

DAVOS BRANDS // 1
TyKu

DECADENT SAINT WINERY // 325

DELEGAT USA // 423
Barossa Valley Estates
Oyster Bay

DELICATO FAMILY VINEYARDS // 10

*DES MOINES REGISTER // 700

DESCHUTES BREWERY // 600

DINO'S BAR & GRILL // 802

DUVEL USA // 812
Boulevard
Tank 7
Three Philosophers

*E&J GALLO/KINGDOM WINES // 220

EMBRACE LIFE
CHIROPRACTIC // 614

EXILE BREWING COMPANY // 704

FIRESIDE AND ACKERMAN
WINERIES // 33

FIRETRUCKER BREWERY // 51

FLIX BREWHOUSE // 610

FOLEY FAMILY WINES // 331, 333
Chalk Hill
Clifford Bay
Guenoc
Kuleto
Lincourt

Lost Angel
Lucien Albrecht
Piccini
Poggio
Poizin
Nieto
Sebastiani
Vavasour

FOOD MARKETING/ARLA // 334

FOUNDERS BREWING CO. // 712

FREIXENET // 25

FRESH CAFÉ AND MARKET // 336

FRESH MEDITERRANEAN
EXPRESS // 222

FUSION BOUTIQUE // 330

GLOBAL WINES // 11, 12, 13
Dream Line
Acquesi
Sweet Bitch
Zolo Signature
Casa Santos
Mosketto
Slices Sangria
Chocolate Lab
KWV
DFJ Paxiz
Illusion
Niner
El Tractor
Zin-Phomanic
Gunsight Rock

GREAT AMERICAN WINERIES // 32
American Thread
Atelie
Chateau Julien
M Hostomme

THE GRATEFUL CHEF // 322

GUINNESS USA // 40

HEINEKEN USA // 41
Dos Equis
Murphy's Irish Stout
Tecate
Tiger Beer
Sol
Strongbow

EXHIBITORS

HESS COLLECTION WINERY // 15
Napa Valley Collection

HY-VEE AISLES ONLINE // 506

HY-VEE CHARCUTERIE // 502

HY-VEE DONUTS // 504

HY-VEE MARKET GRILLE // 500

IOWA BARNSTORMERS // 806

IOWA BREW TOURS // HALL A

IOWA WILD // 226

IOWA WOLVES // 229

JACKSON FAMILY WINES // 3
Cambria
Fortress Sonoma
Kendall Jackson
La Crema Monterey
Murphy Goode

KEY POTENTIAL
CHIROPRACTIC // 433

KUE'D SMOKEHOUSE // 702

LAGUINTAS BREWING // 37

LASIK VISION INSTITUTE // 332

LEAFFILTER // 316

LOUIE'S WINE DIVE // 126

THE MACHINE SHED // 715

MARK ANTHONY (MIKES) // 50
Palm Breeze
Mike's Hard
White Claw

MERCHANT DU VIN // 503
Lindemans Lambics
Samuel Smith

MILLER COORS // 38, 39

Blue Moon
Crispin
Henry's
Leinie
Peroni
Pilsner Urquell
Redd's
Stiegl

MISTRESS BREWING
COMPANY // 804

MO' GOODNESS FOODS AND
IOWA MARKET // 419

MOËT HENNESSY USA // 2
Newton
Terrazas Reserve

NEW BELGIUM BREWING // 42

NOCOAST BEER CO. // 49

NORTH COAST BREWING CO. // 605

NORWALK CHIROPRACTIC // 417

ODELL BREWING CO. // 800

OKOBOJI WINES // 134, 136, 138, 140
All American
Gran Passione Roso
Ironstone Vineyards
Jam Cellars
John Anthony
LaFiera Montepulciano d'Abruzzo
Maddalena
Mont Gravet
Quintessential Wines
Santa Julia
Sea Pearl
San Simeon
San Antonio Cardinale
Stella
Vinum
Zuccardi

OLD BARRELS INC. // 230

O'NEILL VINTNERS AND
DISTILLERS // 9

Austerity
Allegro
Day Owl
Harken
Line 39

ORDYX // 810

ORNUA FOODS NA -
KERRY GOLD // 326

OSKAR BLUES BREWERY // 43

OWL'S BREW RADLER // 611

PABST BREWING // 501

PBR
Not Your Moms
NYF
Old Milwaukee
Old Style
Schlitz Gusto

PALM BAY INTERNATIONAL // 7

Angry Bunch Lodi Zin
Hazlitt
Roscato
Santa Rita
Vanderpump

PAMPERED CHEF // 130

PEACE TREE BREWING // 44

PRAIRIE FARM DAIRY INC. // 808

PRESTIGE BEVERAGE
GROUP (WINE) // 30

Alma Mora
Astoria
Finca Las Moras
Le Grand
Luccio
Risata
Sileni

PRESTIGE BEVERAGE
GROUP (BEER) // 46

Kinky/Extra Kinky Cocktails

ROBERTO'S PIZZA // 607

ROCK BOTTOM RESTAURANT
& BREWERY // 701

ROGUE ALES // 45

SAVENCIA FROMAGE & DAIRY // 705

SCHMITT SÖHNE // 16

SCOPERTA IMPORTING // 34

Baci Dolci Lightly Sparkling
Sweet Red, Veneto
Coto de Hayas Fagus, Campo de Borja
Clear Night Riesling, Nahe
Don Ramon Tinto, Campo de Borja
Franco Serra Barbera d'Alba
Foncalieu Piquepoul Rose, Coteaux
d'Ensérune (Languedoc)
Oynos Organic Pinot Grigio, Sicily

SIERRA NEVADA BREWING CO. // 615

SKYLINE WORKSHOP // 707

SOUTHERN CHAMPION // 4

BuzzBallz
Closet Freak

SOUTHWEST WINES // 20, 21

Hatch
Soleil
Vino de los
Vino De Muertos

SOVEREIGN BRANDS // 19

Cloud Chaser
Luc Belaire
Skeleton

ST. JAMES WINERY // 421

STE. MICHELLE WINE ESTATES // 8

14 Hands Run Wild
Ch St Michelle 50th Anniversary
Eroica
Intrinsic
Santa Cristina
Torres Ibericos
Tormaresca Calafura
Villa Maria

SUMMIT BREWING COMPANY // 613

TALLGRASS BREWING
COMPANY // 618

EXHIBITORS

TOPPLING GOLIATH
BREWING COMPANY // 48

TREASURY WINE ESTATES // 5, 6
19 Chimes
Acacia
Castello di Gabbiano
Chateau St. Jean
Matua
Sterling Vineyards
St. Hubert's The Stag

TRINCHERO FAMILY ESTATES // 507
Cucina
Meange a Trios
Pomelo
Sutter Home
Taken
TDO Zin Port

URBAN CHESTNUT BREWING
COMPANY // 47

VERMONT HARD CIDER // 609
Woodchuck Cider

VILLAGGIO // 814

VINES TO WINE // 324

VINO209 // 327

WINC // 31

THE WINE GROUP // 26, 27
13 Celsius
Ava Grace
Benziger
Chloe
Concannon
Cocobon
Cupcake
Flip Flop
Insurrection
Love
Slow Press
Stave and Steel

WINE SHOP AT HOME // 224

WISCONSIN MILK MARKETING
BOARD // 228

WORLDVENTURES // 328

*YANCEY'S FANCY // 606

*2017 Iowa's Premier Beer, Wine & Food Expo Sponsor

IOWA SAMPLING INSTRUCTIONS

1. Wristband is required to sample.
2. Iowa law allows sample sizes:
 - A. 1 ounce for wine.
 - B. 1 ounce for beer.
3. Iowa law only allows 1 sample per person, per item.

GOURMET PAIRING EXPERIENCE

This unique, exclusive dining experience pairs a tapas-style multi-course meal with select wine or beer presented, paired and served by one of Des Moines' top chefs! Wine and beer pairing education presented by various wineries and breweries. Reservations can be made in advance on a first come, first-served basis. Limited seating for 20 is available for each experience and is located on Level 1 of Hy-Vee Hall. See below for the dinner menus and schedules.

Note: Gourmet Pairing is an additional charge of \$50 per person. (\$70 package includes admission.)

FRIDAY, NOV. 10

STACEY WERTZBERGER,
FLEUR DRIVE HY-VEE
6:30-8:00 PM

WITH **CHRIS ANDERSON,**
ODELL BREWING

1st Course: Glazed Donut Crostini topped with Brie, Bacon, Cranberries and Arugula

2nd Course: Holiday Salad with Red Pears, Goat Cheese and Maple Pecan Popcorn

3rd Course: Spiced Braised Pork Shoulder served with Sweet Potato Gnocchi and topped with Apple Slaw

4th Course: Pumpkin Chai Tiramisu

MATT DRENNAN,
FLEMING'S PRIME
STEAKHOUSE & WINE BAR
7:00-8:30 PM

WITH **BENJAMIN POOLE,**
REPRESENTING
NEYERS VINEYARDS

1st Course: Sweet Potato and Crab Bisque with Lump Crab and Garlic Croutons

2nd Course: Seared Scallops with Roasted Garlic and Popcorn Purée and Basil Oil

3rd Course: Bacon Wrapped Filet with Duck Confit, Yukon Duchess Potato and Cabernet Butter Sauce

4th Course: Pecan Tart with Pumpkin Spice Chèvre Ice Cream and Salted Caramel Sauce

SATURDAY, NOV. 11

ALEX STRAUSS,
WEST LAKES HY-VEE
6:00-7:30 PM

WITH **KYL CABBAGE,** VINO209

1st Course: Seasonal Cheese and Charcuterie Plate, Local Honey, Cornichon, Almonds and Crackers

2nd Course: Seared Scallop, Braised Oxtail, Parmesan Risotto, Crispy Root Vegetable, Oxtail Jus

3rd Course: Wild Mushroom Stuffed Pork Tenderloin, Sweet Potato Dauphinoise Potatoes, Charred Broccolini

4th Course: Spiced Pumpkin White Chocolate Crème Brûlée

LYNN PRITCHARD,
TABLE 128 BISTRO + BAR
6:30-8:00 PM

1st Course: Butternut and Chipotle Bisque—Roasted Squash, Bacon, Chipotle Peppers, Apple Cider, Cream

2nd Course: Seared Sea Scallop with Sweet Corn Angolotti and Herb Broth

3rd Course: Venison Tenderloin with Whipped Sweet Potato, Foie Gras and Chocolate Sauce

4th Course: Chocolate Truffle with Salted Caramel, Feuilletine and Gold

LEVEL 1—ROOMS 105-106

LEVEL 1—ROOMS 107-108

GOURMET PAIRING EXPERIENCE

FRIDAY // PRESENTING CHEF & SPEAKER



**STACEY WERTZBERGER—
FLEUR DRIVE HY-VEE**

Stacey graduated from Iowa State University with a Bachelor of Science degree in hotel and restaurant management. She has worked in various restaurants and hotels around the metro and held many positions from the grill to the sauté station, from salads and desserts, to Kitchen Supervisor and Sous Chef.

Stacey has worked for Hy-Vee since 2008, formerly serving as the Catering Manager of the Fleur Drive Hy-Vee. Stacey has a passion for food and customer service and is here to provide you with the knowledge you need to cook and eat healthy, while enjoying it too!

Stacey looks forward to the opportunity to help your family create new memories in the kitchen and teach you that it is not difficult to make a gourmet meal. Stacey is looking forward to helping you design and plan the perfect menu for the most elegant dinner party to the perfect family gathering.

Stacey specializes in appetizers, healthy cooking, sneaking vegetables into dishes and convenient and fast dishes for your family.



**CHRIS ANDERSON—
ODELL BREWING**

Nebraska native, local to Des Moines, this 10+ year industry veteran spent nine years in distribution before joining the employee owned Odell Brewing Company in 2016.

As the Iowa and Nebraska market manager, he works directly with distributors, retailers and consumers to further the growth of Odell and the spirit of the independent craft beer scene.

In his free time, he is an enthusiast of live music, college athletics, running and his family of humans and cats.

GOURMET PAIRING EXPERIENCE

FRIDAY // PRESENTING CHEF & SPEAKER



MATT DRENNAN—FLEMING'S PRIME STEAKHOUSE & WINE BAR

Chef Matt Drennan's appreciation for cuisine and hospitality was developed at young age, beginning his culinary career at the age of 16 in the kitchen at Okoboji Grill in Ames, Iowa. In 2008, he graduated from the Iowa Culinary Institute where he trained in classic French cuisine.

Matt traveled to France in the summer of 2008, training at the Novotel Café in St. Entienne. After returning to Iowa, he became Sous Chef with Fleming's Prime Steakhouse and Wine Bar. In 2014, Chef Drennan was named Chef Partner.

Matt brings a straightforward approach to cooking and an affinity for southwestern cuisine. He believes food doesn't need to be complicated to be good. When food is prepared with creativity and passion, a chef gives life to everything on the plate.



BENJAMIN POOLE— REPRESENTING NEYERS VINEYARDS

Benjamin Poole, CSW, is currently a district manager in the on premise division at Johnson Brothers and is passionate about helping clients build a successful wine program. Ben has spent eight years in the wine business building rapport with customers and driving sales.

Outside of work, Poole can be found spending time with his wife Stephanie and three children, cooking, golfing, cheering on the Cubs or drinking a cold one.

GOURMET PAIRING EXPERIENCE

SATURDAY // PRESENTING CHEF & SPEAKER



ALEX STRAUSS— WEST LAKES HY-VEE

Alex Strauss comes to West Lakes Hy-Vee with over 16 years of experience. He received a master's degree from Loyola University and then went on to get an associate's degree in culinary arts from Kendall College in his hometown of Chicago, Illinois. During this time he worked at numerous restaurants and hotels in Chicago, including the Drake Hotel.

Moving to Des Moines at the turn of the century, Alex started a catering and personal chef company. During this time, he taught cooking classes, won culinary awards and made local television appearances.

Alex has traveled the world "on his stomach" picking up knowledge and recipes from around the globe. His main focuses at Hy-Vee are working with customers on recipe development, answering cooking questions, offering healthy dining options and helping on menu development.



KYL CABBAGE— VINO209

Kyl Cabbage "Wine Guy" has been active in the Wine Business in the State of Iowa since 1986. From Wholesale Distributor, Cooking and Wine School owner, Major Fine Wine and Gourmet Market owner (The Wine Experience) and Fine Restaurant Experience (Sam & Gabe's and 801 Chophouse). Kyl has had a hand in helping Iowans understand and enjoy wines on many platforms and is now the "Wine Guy" for Vino209 Wine Cafe in Valley Junction. Cabbage really enjoys wines and people, making the wine business a great arena for his talents.

GOURMET PAIRING EXPERIENCE

SATURDAY // PRESENTING CHEF



LYNN PRITCHARD— TABLE 128 BISTRO + BAR

Lynn Pritchard grew up on a small family farm in Annawan, Illinois. Central to his upbringing was a mother, who if not in the kitchen, was found in the garden, caring for the produce that would soon be on the dinner table. Lynn began studying business and soon shifted to the culinary arts when he moved to New York. As a graduate of the Culinary Institute of America, Hyde Park, NY, he has worked for and with some of America's greatest chefs; Stephen Pyles, Dean Fearing, Hubert Keller, Anne Willan and Julia Child.

After several years of living on the East coast and in the South, Lynn returned to the Quad Cities area and opened Red Crow Grille. As the Executive Chef for six years, he garnered multiple awards for his culinary skills and became a well-recognized figure in the restaurant scene.

With a career change from kitchens to sales and distribution, Lynn and his wife, Sarah, moved to Des Moines in 2006. However, like a siren's song, the restaurant business kept calling him back. Today, Lynn and Sarah are co-owners of Table 128 Bistro + Bar in Clive, Iowa which they opened in

the Spring of 2013. The restaurant has been recognized as one of the best restaurants in Iowa and has a loyal following of the best guests anywhere, according to Lynn.

If not in the restaurant, Lynn can be found on the phone with one of his farmer/vendors, rubbing the bellies of and playing with his dogs (Trotter and Keller, named after two of his favorite chefs/mentors) or reading anything about food, restaurant or business culture.

Lynn and Sarah are involved in several private and public organizations including Chaine de Rotisseurs, the Iowa Restaurant Association, Court of Master Sommiliers, Winefest Des Moines and many non-profits. Together, they enjoy traveling, exploring unique wines and wine regions, reading and just spending a few rare moments of relaxation together.



**IT'S THAT
STICKY FINGER,
DIRTY NAPKINS,
"OH JUST ONE MORE"
KIND OF NEWS.**

With new restaurants popping up every week, it's hard to keep track of where to raise a glass next. But that never stopped you before, did it? At *The Des Moines Register*, you'll discover Des Moines' hottest restaurants, the season's most anticipated openings and all the reviews you need to continue your quest for the perfect bite.

Discover what's cooking at
dining.desmoinesregister.com

GET CAUGHT UP IN IT.

The Des Moines Register

PART OF THE USA TODAY NETWORK



2018 Mercedes-Benz GLC 300 4MATIC®

Test Drive the All New 2018 Mercedes-Benz GLC 300 4MATIC® SUV - Tomorrow.

Today in the Mercedes-Benz of Des Moines VIP Reception area you'll experience brand new Mercedes-Benz models in an interactive environment, while tasting luxurious wines and food.

Tomorrow you will experience luxury in a no-pressure environment test driving a brand new Mercedes-Benz GLC 300 4MATIC®.

Call to schedule a test drive - 866-942-6417

Please drink responsibly.

Mercedes-Benz
of Des Moines



Mercedes-Benz of Des Moines
9993 Hickman Road | Urbandale, IA 50322 | 866-942-6417
www.mercedesbenzdesmoines.com

PRESENTING CHEFS & SPEAKERS

FRIDAY // WHAT'S COOKING STAGE



DAWN MUSGROVE— NEW DAY CATERING

Dawn began her culinary journey as a nine-year old, making pot roast and cookies for her family. After graduating from Iowa State University, she fell in love with the food scene and eloped to Seattle to spend more time with her passion—beginning her formal culinary training at a natural foods restaurant in Seattle.

Dawn now runs New Day Catering Company, providing handcrafted, thoughtfully designed and impeccably executed food for parties and corporate events in the Des Moines metro. In addition to catering, New Day can be booked for personal chef experiences and fabulous cooking classes.



DAVID JESPERSEN— RIBOLI FAMILY WINERY ESTATES

Born in Des Moines, Iowa, David Jespersen spent his first twenty-four years in Iowa. David worked at the Des Moines Golf and Country Club where he developed his passion for the food and wine industries. David then accepted a position in Scottsdale, Arizona as the general manager of a gourmet family-owned restaurant where he further refined his knowledge of food and wine. He began working exclusively in the wine industry in Tucson, Arizona as the fine wine sales person for a local distributor. He has enjoyed working in the wine industry ever since.

David's career has taken him around the country and the world to explore the wine regions and learn about all aspects of the wine industry. He has continued his education throughout his career and has garnered certifications from the Society of Wine Educators as a Specialist of Wine and a Specialist of Spirits. David is the Regional Manager for Riboli Family Wine Estates, a family-owned company in their fourth generation which has been producing wines since 1917. Riboli produces award-winning estate bottled wines, having earned over 1,000 medals at wine competitions throughout the United States.

PRESENTING CHEFS & SPEAKERS

FRIDAY // WHAT'S COOKING STAGE



ALESSANDRA MESCHINI— COOKING WITH ALESSANDRA

Ever since I was a little girl in Italy, I have adored cooking. My curiosity for new techniques and recipes helps me learn new things every day. Sharing food with others and discovering our own culinary secrets is such a special thing and our capacity to try and appreciate new foods is infinite. Food brings people together, it makes us happy, it does more than just sustain us—it makes our lives richer. My name is Alessandra, and I'd like to cook with you.



MARC CARRIGAN— FOLEY FAMILY WINES

Marc is a 17 year industry veteran with both distributor and supplier experience. Originally from Southern California, this Twin City transplant has had the opportunity to travel the globe and work with many domestic and international wine partners from Napa and Sonoma, to South Africa, Chile, Argentina, New Zealand, Italy, Germany and other world renowned growing regions.

Currently, Marc is the Midwest Regional Manager for Foley Family Wines. Foley owns and represents multiple wineries and brands, both domestically and internationally. Marc's philosophy on good wine is simple; "good wine is the wine YOU like."

PRESENTING CHEFS & SPEAKERS

FRIDAY // VINO STAGE



JOE FOSTER—SOUTHERN GLAZER'S WINE & SPIRITS

Joe Foster is currently Director of Sales Off Premise wine for Southern Glazer's of Iowa. He has been with the company since 2004.

Prior to joining Southern Glazer's, he worked for Hy-Vee Foods INC. for 11 years in various capacities that included operations and Wine & Spirits department management. He also previously managed Captain Morgan On Premise promotions.

Joe earned a Bachelor's Degree in Business Management from William Penn College in Oskaloosa, Iowa. He went on to earn his CSS designation from the Society of Wine Educators in 2013. He also earned his GPE designation in 2013. He also recently completed his Level 2 WSET examination earning the highest possible level of Distinction.

In his free time Joe volunteers for multiple local animal charities, spends time watching 80's movies, collecting vintage vinyl records and most of all spending time with his family. He is married to Kara and has three children—Ella (13) and twins Mason (3) and Audrey (3). The family also has an extremely grumpy but lovable Dachshund named Paxton.



CAL DENNISON— KINGDOM WINE COMPANY

Cal Dennison currently holds the position of Senior Director of Winemaking—Table Wines at E. & J. Gallo Winery. Cal has a strong wine knowledge base matched with extensive experience in winemaking, winery management and viticulture from a career spanning over 30 years in the wine business.

Cal joined the winemaking industry in 1983 as a UC Davis graduate with a degree in Viticulture and Enology. He has worked with grapes from some of the finest vines of the Coastal, Central and Southern regions of California and brings a comprehensive and intimate understanding of the subtle gradations of climate and soil throughout the state to create award-winning varietal wines.

Cal says, "Wine has been in production for over 5,000 years and we winemakers are still experimenting and innovating! There's lots more to do in terms of innovation and creativity in our industry—and it's this passion and dedication to produce extraordinary wine that I instill in my team of California based winemakers. I embrace challenges as opportunities to craft new wine styles while strive for continuous improvement in my winemaking."

PRESENTING CHEFS & SPEAKERS

FRIDAY // PUB CRAWL STAGE



YEAGER SHARPE— BRECKENRIDGE BREWERY

My name is Yeager Sharpe and I have worked for Breckenridge Brewery for 10 years now. I started as a server at the Ale House Grand Junction, one of the many

restaurant locations that Breckenridge-Wynkoop owned at the time. I then began running the beer program for Colorado Craft. From there, I took what I had learned about the beer industry back to the Ale House Grand Junction.

After reviving the craft beer scene in Grand Junction, I returned to Denver to run all of the beer programs for Breckenridge-Wynkoop LLC. I spent a year in that role before officially getting pulled over to Breckenridge Brewery proper where I have since directed all Colorado events for the brewery. I have recently received my Certified Cicerone certification and have been working as an educator for the brewery as well as becoming a draught tech servicing the Brewery's Farm House Restaurant and now other accounts.



catering • local • raw • gluten free • vegan • food • juice

Fresh
be happy. be healthy. be Fresh.

freshcafeandmarket.com
515-440-4700 or 515-314-2031





KINGDOM
- WINE COMPANY -



★ **DARE TO GO BOLDER** ★

Discover a Big and Bold Wine. ★

**FOLLOW US
ONLINE!**



GET FANCY
Tonight!

◇ *delicious* ◇
HAND CRAFTED
★ ★ CHEESE ★ ★



PRESENTING CHEFS & SPEAKERS

SATURDAY // WHAT'S COOKING STAGE



TERRIE KOHL— COUNTRY CLUB MARKET

Terrie Kohl came to Des Moines as a food service food broker and then a national food service buyer. Terrie then took her next visionary step by attending The New England Culinary Institute in Essex Junction, Vermont, 1996. Chef Terrie interned at The Montauk Yacht Club in Montauk, Long Island, New York, Thyme & Again Catering and South Hampton Bath and Tennis Club in South Hampton, Long Island, New York. Her second internship brought her back home to Des Moines where she was employed at the Downtown Des Moines Marriott Hotel, Embassy Club Capital Square and Aramark/Pioneer Hi-Bred. She gained additional expertise as the Catering Chef at Drake University in Des Moines, Iowa.

Terrie dreamed of starting her own business, and she established Country Club Market in 2003. From there, Country Club Market has filled a unique niche in Central Iowa, offering culinary arts classes, customized catering and a bakery that produces some of the tastiest treats in town.

Country Club Market is a member of The Greater Des Moines Partnership/Catch Des Moines and the Clive Chamber of Commerce.



HEIDI MESSELHEISER—SOUTHERN GLAZER'S WINE & SPIRITS

Heidi has over seven years of sales and merchandising experience in the beverage industry. She previously worked for PepsiCo for over three years before joining Southern Glazer's of Iowa.

She attended DMACC where she earned her Associate Degree in Business Management. She also attended the University of Iowa and graduated with a Bachelor of Applied Studies degree with a Certificate of Entrepreneurship.

In her free time she enjoys yoga, working out, shopping, golfing, traveling, spending time with her cat "Lou" while watching her favorite TV shows and spending time with her friends and family.

Heidi also is active in the Lutheran Church of Hope and currently resides in West Des Moines.

PRESENTING CHEFS & SPEAKERS

SATURDAY // WHAT'S COOKING STAGE



**MELISSA BARTHOLOMEW—
VOM FASS**

Melissa Bartholomew is an Iowa native and Des Moines resident for over twenty-five years. She is the owner and manager of VOM FASS located in the Shops of Roosevelt, which opened in 2012. VOM FASS translates from the cask and the shop is based upon European tradition of sampling products before you purchase, VOM FASS offers high quality culinary oils, vinegars, rare spirits and unique liqueurs.



FRESH
MEDITERRANEAN EXPRESS

est.2014

www.EatFreshMed.com

Waukee, IA

PRESENTING CHEFS & SPEAKERS

SATURDAY // VINO STAGE



**CASSANDRA MONROE—
CASSANDRA MONROE BLOG**

Cassandra Monroe is a freelance photographer and blogs at her food, living and photography focused lifestyle blog, Cassandra Monroe. While Cassandra spends her days working as a full time food stylist assistant, she also spends her off time photographing and styling food, interiors and products. When she does find time to relax, Cassandra enjoys searching for photography props in local thrift stores, getting in a good workout and eating her way through the culinary scene of Des Moines, Iowa, where currently she resides.



Open for Lunch and Dinner
11:00-9:00 Tuesday - Thursday
11:00-10:00 Friday & Saturday

5962 Southeast Ashworth Rd
West Des Moines, IA 50266

Dine In or Carry Out
(515) 809-1708

PRESENTING CHEFS & SPEAKERS

SATURDAY // PUB CRAWL STAGE



**NICK MURPHY—
TOPPLING GOLIATH BREWING CO.**

Nick Murphy was born and raised in Northeast Iowa and is a 1999 graduate of Waukon High School.

He has been with Toppling Goliath Brewing Co. for nine years and was the first brewer and employee of the company. Nick currently fills the role of Sales Manager.



PRESENTING CHEFS & SPEAKERS

SATURDAY // PUB CRAWL STAGE



**JONATHAN COOK—
IOWA EVENTS CENTER**

Jonathan began with Spectra Food Services & Hospitality as a Sous Chef at Wells Fargo Arena overseeing the Principal River's Edge restaurant. Throughout the course of his career with Spectra, Jonathan has grown the food and beverage department at the Iowa Events Center through the opening of Community Choice Credit Union Convention Center, menu creation, client tastings and striving to take the "convention" out of convention center catering.

Jonathan has traveled to assist with numerous other properties including Gateway International Raceway, Iowa Speedway, Duke Energy Center, Memphis International Raceway and Columbia Metropolitan Convention Center. Jonathan's favorite events include the BRAVO Awards Gala, Festival of Trees, and the VIP Reception for Iowa's Premier Beer, Wine and Food Expo.

He enjoys opportunities to use molecular gastronomy within the kitchen and pushing vegetarian meals to be more unconventional. In his spare time, he enjoys fishing, learning about mushrooms prevalent in Iowa and has a passion for cheese.



**JOEY HANSEN—
EXILE BREWING CO.**

Joey Hansen is from Grinnell, IA and joined the Exile Brewing team in 2014. During his time as Head Brewer, Exile has grown into the largest production brewery in Iowa and earned top honors at multiple beer competitions along the way. Joey's commitment to quality is paramount to Exile's growth as a brewery and has helped build a foundation for future exploration.

When Joey is not brewing beer or cleaning tanks, he can be found with a beer in-hand watching college football (go Hawks!).

PRESENTING CHEFS & SPEAKERS

SATURDAY // PUB CRAWL STAGE



**JOHN MCMAINS—
NOCOAST BEER CO.**

John's passion for culinary arts eventually landed him a position focusing on crafting dishes with the most enjoyable beverage in the universe "Beer."

John's primary focus had been on minimalistic scratch cooking coupled with effective mixing and matching of flavors. Pulling the minimalistic elements of creation into developing complex and palatable combinations, this idea transferred perfectly into the realm of craft beer brewing.

Beer found its way into many of John's dishes, desserts, breads, pastries and meats. He soon realized the possibilities were endless and true joy came from start to finish in brewing, sampling, then implementing the beer in his cooking.

Once the beer obsession set in, there was no turning back. Full attention was eventually turned to the brewing process and working to partner with other chefs in the industry to assist in creating food and beer pairings that surpass the imagination.



**AARON OSTREM—
NOCOAST BEER CO.**

A man of wide-ranging education and diverse experience. Aaron attended Iowa State University where he received bachelor degrees in History and Political Science. The pivotal role beer, wine, and alcohol have had on social and political history was a major focus in his studies.

He has worked extensively in the restaurant and bar industry. His love affair with beer and wine began while working at greenhouses in the Omaha area. Producing plants at work blossomed into a massive home gardening operation that included hops and grapes. Upon hearing NoCoast Brewery was opening in his hometown, Aaron headed back to be a part of it all.



With over 30 combined years in the food industry, Bash Events & Catering can provide you with an exceptional experience.

With an amazing tin ceiling, visible brick, and a lovely balcony, we're sure you can find exactly the atmosphere you're looking for.



We have a great downtown Des Moines location, so you will be centrally located for all of the amazing hotels, restaurants, and shops Des Moines has to offer.

BASH

events & catering

info@bashdm.com
1312 Locust St
Des Moines, IA 50309



ALWAYS BREWING.

A Place for Food
& Wine Lovers to
Be Social.



Louie's Wine Dive

4040 UNIVERSITY AVE, DES MOINES, IA 50311 | 515-777-3416 | LOUIESWINE.DIVE.COM



WE BELIEVE IN GOOD PIZZA

CONTACT US TODAY OR VISIT OUR WEBSITE TO SEE WHAT WE OFFER

CONTACT@ROBERTOSPIZZAS.COM • WWW.ROBERTOSPIZZAS.COM • 402.214.2148

THE GRATEFUL CHEF

REAL. HEALTHY. DELICIOUS FOOD



PRE-ORDERED MEALS WITH A FRESH, NEW & INVENTIVE MENU EACH WEEK
HEALTHY AND FUN GRAB & GO LUNCH ITEMS
LOCALLY OWNED & OPERATED

[HTTP://WWW.THEGRATEFULCHEFDSM.COM](http://www.thegratefulchefdsm.com)

Curbin' Cuisine



EAT GOOD & FEEL GOOD

Curbin' Cuisine started as a food cart in 2013 and through great reviews and an increase in catering requests and private business lunches, a Food Truck & Catering Company launched in 2016.

Curbin' Cuisine can cater all types of events: weddings (rehearsals & receptions), graduations, corporate events, city festivals and so much more.

For more information,
visit www.curbincuisine.com or
www.facebook.com/CurbinCuisine



EST. 1993

BARATTA'S CATERING

DES MOINES'S PREMIER CATERING SERVICE



Receptions
Corporate Events
catering.barattas.com

Luncheons
Meetings and more!
515.281.4658



YOUR PIZZA. YOUR WAY.

FAST-FIRE'D

BLAZE  PIZZA

DES MOINES
300 MLK Jr. Pkwy

DES MOINES - VALLEY WEST MALL
1551 Valley West Drive

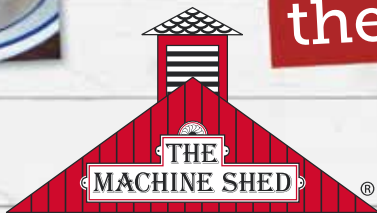
AMES
2320 Lincoln Way

Farm Fresh Favorites



Inspired by

the Seasons



I-80/35 & Hickman Road, Urbandale • 515-270-6818
www.machineshed.com



GAME DAY

**\$10 UNLIMITED WINGS & FRIES
+1/2 PRICE TAPS**

Dine-in only.



HyVee
MARKET GRILLE

HyVee
MARKET GRILLE

FREE

**\$10 HY-VEE MARKET
GRILLE GIFT CARD**
WITH PURCHASE OF \$50 OR MORE

HyVee
MARKET GRILLE
GIFT CARD

Excludes alcohol. Dine-in only. Limit one with coupon. Limit one coupon per customer. Cannot be combined with any other offers. Valid at all Des Moines area Hy-Vee Market Grille locations. Expires 11/30/17.

Villaggio

Urbandale, Iowa

Open Mon-Sat 11 a.m. to 10 p.m.

(515) 278-1299



BRAVO!

CUCINA ITALIANA™

MUSICAL ENTERTAINMENT

FRIDAY // 5:00-7:00 PM



BRIAN CONGDON—
BRIANCONGDON.COM

Brian Congdon has a great respect for his audience. His versatile style is perfect for events large or small, corporate or family-friendly.

At lakeside parties, happy hours at Glen Oaks or tailgates at Iowa State football games, Brian is a favorite.

From the Foo Fighters to Jimmy Buffett to Johnny Cash, his mix of alt/country, rock and sing-along hits are big crowd pleasers. His repertoire is crazy deep and includes songs from artists new and old. And he'll happily let you request your favorite song or buy him a drink. Either way, stop by the stage and say Hi.

MUSICAL ENTERTAINMENT

SATURDAY // 5:00-7:00 PM



RICHARD ARNDT—
ARNDTLIVE.COM

LIVE, LOUD AND ACOUSTIC pretty much says it all!

Since 2009, Richard Arndt's brand of blues and southern rock infused melodies have taken the midwest by storm. Gifted with a soulful voice and monster pickin' skills, Arndt has the ability to captivate his audience. He's had the privilege to share the stage with many national acts like Bret Michaels, Styx, Foreigner and Molly Hatchet to name a few.

From the Iowa State Fair Grandstand to Hy-Vee Hall, Arndt's craft spreads far and wide.

NOTES



IOWA'S PREMIER
BEER, WINE & FOOD
EXPO PRESENTED BY **HyVee**
EXPOSITE ONLINE

SAVE THE DATE

NOVEMBER 9 & 10, 2018



HyVee®

Altoona Hy-Vee
108 8th St. SW
967-7676

Ankeny Hy-Vee
410 N Ankeny Blvd.
964-0900

Ankeny Hy-Vee
2510 SW State St.
963-3130

Des Moines Hy-Vee
3330 MLK Jr. Pkwy.
255-0007

Des Moines Hy-Vee
2540 E Euclid Ave.
262-0640

Des Moines Hy-Vee
3221 SE 14th St.
243-7271

Des Moines Hy-Vee
4605 Fleur Dr.
285-7266

Des Moines Hy-Vee
1107 SE Army Post Rd.
285-6394

Fourth + Court Hy-Vee
420 Court Ave.
697-0360

Indianola Hy-Vee
910 N Jefferson St.
961-5329

Johnston Hy-Vee
5750 Merle Hay Rd.
270-9045

Pleasant Hill Hy-Vee
4815 Maple Dr.
262-7956

Urbandale Hy-Vee
8701 Douglas Ave.
251-5287

Waukee Hy-Vee
1005 E Hickman Rd.
216-2760

West Des Moines Hy-Vee
1700 Valley West Dr.
223-4597

West Des Moines Hy-Vee
1990 Grand Ave.
223-8151

West Des Moines Hy-Vee
1725 Jordan Creek Pkwy.
226-8753

West Des Moines Hy-Vee
555 S. 51st St. (Mills Civic & I-35)
225-1193

Windsor Heights Hy-Vee
7101 University Ave.
279-4225

Des Moines Drugstore
4100 University Ave.
633-8603

West Des Moines Drugstore
1010 60th St.
440-1481

 **EVERYDAY
SAVE
10%** 

ON **6** BOTTLES OR MORE OF WINE