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**DEER VALLEY AND DAOU FAMILY ESTATES PRESENT  
THE TASTE OF LUXURY SERIES  
INAUGURAL EVENT FEATURES  
3-STAR MICHELIN CHEF ROBERTO CERA, FOREVER GOURMET AND KJUS**

DEER VALLEY RESORT; PARK CITY, UTAH (March 14, 2022) – The first in Deer Valley Resort and DAOU Family Estates' premier Taste of Luxury Series, the world-class resort and vineyard are partnering with Forever Gourmet and KJUS to host 3-Star MICHELIN Chef Roberto Cerea for a weekend full of food and wine events including a meet-and-greet reception, personalized cooking class, exclusive eight-course dinner, and Sunday brunch taking place April 8, 9, and 10, 2022. The Taste of Luxury Series will continue later this year with two additional weekends that will feature events with world-renowned culinary figures and luxury brands.

“It is an honor to collaborate with DAOU Family Estates to welcome Chef Cerea to Deer Valley this spring,” said Deer Valley Resort Vice President of Food and Beverage Jacob Musyt. “We are thrilled to provide our guests with a memorable weekend and rare access to a 3-Star MICHELIN chef with four distinct culinary events. We look forward to creating many unforgettable experiences together as we introduce our new Taste of Luxury Series at Deer Valley.”

Chef Roberto Cerea grew up in Bergamo, a small town just outside of Milan where his parents devoted their lives to culinary excellence. In the 1960s, his father, Vittorio, and mother, Bruna, founded the family restaurant that earned its first MICHELIN star in 1978, and its second in 1996. After training in some of the world’s best kitchens and culinary schools, Chef Cerea returned to the fold, earning the family restaurant its third MICHELIN Star.

Originally designed to assist French travelers in the late 1800s, the MICHELIN Guide has evolved into the highest echelon of restaurant rankings in the world. The guide rates more than 300,000 establishments

in over 30 territories across three continents, and the 3-Star designation, earned by Chef Cerea, is the MICHELIN Guide's highest honor.

In partnership with DAOU Family Estates, Forever Gourmet and KJUS, Deer Valley invites guests to participate in the following experiences with Chef Cerea:

### **Chef Cerea Meet and Greet with Book Signing**

**April 8, 2022 | 7 to 10 p.m.**

Welcome Chef Cerea to Deer Valley's Silver Lake Lodge with a delicious reception and dinner. Enjoy decadent hors d'oeuvres, excellent wine, and a three-course dinner as you get to know the teams behind the knives and bottles of this amazing three-day culinary experience.

**Ticket Price:** \$350 per guest includes a signed cookbook and a luxury gift from KJUS Ski/Golf wear.

### **An Intimate MICHELIN Star Cooking Class with Chef Cerea**

**April 9, 2022 | 12:30 to 3 p.m.**

Learn culinary secrets from Chef Cerea in this hands-on cooking class at The Brass Tag. How often do you get the chance to make pasta from scratch with a celebrity chef? Deer Valley's own culinary team joins this unique experience which includes lunch and a beautiful DAOU wine pairing.

**Ticket Price:** \$460 per guest includes custom apron, signed cookbook, pasta maker, and luxury gift from KJUS Ski/Golf wear. *Limited to 20 guests*

### **Eight-Course MICHELIN 3-Star Dinner with Chef Cerea**

**April 9, 2022 | 6:30 to 11 p.m.**

Indulge in a one-of-a-kind dining experience at Deer Valley's Empire Canyon Lodge. Chef Cerea prepares an exclusive eight-course dinner using some of his favorite locally sourced ingredients from Utah. Experience the type of dining event that has made Chef Cerea one of the best in the world. Neb Lukic from DAOU Family Estates will be pairing each bite perfectly with one of their wines, possibly a few not usually released to the public.

**Ticket Price:** \$980 per guest with DAOU Premium Wine Pairing, a gift from DAOU Family Estates and KJUS Ski/Golf wear.

### **Finale Brunch with Chef Cerea**

**April 10, 2022 | 11 a.m. to 2 p.m.**

To cap off the delicious weekend, join Chef Cerea, Neb Lukic from DAOU Family Estates and the Deer Valley culinary team at Snow Park Lodge for a lavish brunch experience.

**Ticket Price:** \$300 per guest includes a luxury gift from DAOU Family Estates and KJUS Ski/Golf wear.

These once-in-a-lifetime events are expected to sell out, so reservations are highly encouraged as soon as possible. Reservations for any of the Taste of Luxury events with Chef Cerea are available at [The Taste of Luxury Series Restaurant - Park City, UT | OpenTable](#)

Photos for editorial use are available for download here: <https://assets.alterramtnco.com/c/hi1ojjmk>

For more information about the Taste of Luxury Series at Deer Valley Resort, visit the resort's website at [deervalley.com](http://deervalley.com) or contact Senior Communications Manager Emily Summers at 800-424-DEER (3337) or 435-645-6522.

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### ***About Deer Valley Resort***

*Deer Valley Resort located in Park City, Utah, revolutionized the ski industry by providing the first-class service one would receive at a five-star hotel. The ski-only resort offers 21 chairlifts, 103 ski runs, six bowls, 300 annual inches of powder, 2,026 acres of alpine skiing, limited lift ticket sales, numerous restaurants, three elegant day lodges, hundreds of luxury accommodations and a renowned Ski School and Children's Center. Deer Valley was named the Best Local Resort in the 2021 Park City's Best Awards, Best Ski Resort in the U.S. in Condé Nast Traveler's 2022 Reader's Choice Awards and is honored to be ranked as the United States' Best Ski Resort by the World Ski Awards for nine consecutive years.*

### ***About DAOU Family Estates***

*Family-owned and operated, DAOU Family Estates is committed to producing collectible, world-class wines to rival the most respected appellations in the world. Situated on a 212-acre hilltop estate in the Adelaida District of Paso Robles, DAOU was founded by brothers Georges and Daniel Daou in 2007 to develop the potential of Cabernet Sauvignon and other Bordeaux varieties in the region. The family estate at DAOU Mountain combines remarkable geology, favorable microclimate and high elevation, once described by renowned California winemaker André Tchelistcheff as "a jewel of ecological elements." As a steward of this beautiful terroir, winemaker Daniel Daou offers a quality-focused range of complex but accessible wines that are a pleasure to drink.*

### ***ABOUT KJUS***

*KJUS crafts premium ski, golf and lifestyle apparel using innovative, high-performance material in a distinct clean and sophisticated design. Our apparel is engineered with three qualities in mind: freedom of movement, climate control, and craftsmanship, enabling sportspeople to focus on performing at their very best. Developed by avid sportspeople and tested by professional athletes, find out how our award-winning ski, golf and lifestyle collections support our vision for uncompromised performance. Visit [KJUS.com](http://KJUS.com)*