

FOR IMMEDIATE RELEASE
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LIFE IS BEAUTIFUL ANNOUNCES 2021 CULINARY LINEUP



A link to high-res assets can be found [here](#)

LAS VEGAS - Life is Beautiful, Las Vegas’ premier three-day music, art, culinary and comedy festival is pleased to announce its full culinary lineup featuring Las Vegas’ most prominent chefs, mixologists, and culinary visionaries. Celebrating the diversity of Las Vegas’ unparalleled food and beverage scene, Life is Beautiful pays homage to the local community through interactive culinary experiences, chef demonstrations, and delectable festival fare.

“It’s incredible to have an opportunity to celebrate the Las Vegas culinary community again,” said Sharee Macy, associate director of food & beverage. “We are so fortunate to have these incredible chefs, mixologists and culinary professionals in this community who partner with us year after year to bring such unique experiences to our attendees.”

Life is Beautiful’s Culinary Vendor Villages will feature more than 70 chefs and restaurants including local spots like Soulbelly BBQ, 595 Craft and Kitchen, Eataly, Tacos & Beer, Cafe Americano, Custom Pizza Truck, Joy Pop, Saint Honore Doughnuts and Beignets and more. The vast selection encompasses a variety of cuisines and offerings to suit any diet, including vegan, vegetarian, and gluten-free options. Additional culinary experiences will be available to general admission guests, while some are reserved for VIP and All-In ticket holders.

General Admission Culinary Experiences include:

Cocktail School

Cocktail School returns to Life is Beautiful with a series of interactive seminars and cocktail tastings curated by Bryant Jane & Lyle Cervenka of Starboard Tack. Sessions will take place three times a day and will be hosted by some of Las Vegas' most-esteemed mixologists. Attendance for each session is first-come, first-seated.

The Cookout

Curated by Chef Justin Kingsley Hall, The Cookout provides a demonstration of live fire cooking with chefs from around the Las Vegas valley, representing Jaleo and China Poblano by José Andrés, Majordomo Meat & Fish, Echo & Rig, District ONE Kitchen and Bar, Milpa, Masazul, Toddy Shop, This Mama's House, Larrea and Peyote. Service is limited and is only available until sellout each day.

Omakase Cantina

Curated by SecretBurger.com's Jolene Mannina, Omakase Cantina is an exclusive and intimate dining experience that will showcase each chef's unique style and talent through an omakase-style dinner. Featured chefs include Nicolas Costagliola of Restaurant Guy Savoy, Gina Marinelli of La Strega, and Sparrow + Wolf's Brian Howard. Seatings at the Omakase Cantina are available to All-In ticket holders and may be purchased as a general admission add-on based on availability. Omakase Cantina will take place nightly for three 45-minute seatings.

The Farm Stand

Curated by Diana Edelman of Vegas, Baby!, The Farm Stand features a flavorful array of vegan bites crafted by some of Las Vegas' most notable vegan restaurants. Using some of the freshest, locally sourced ingredients, fans can enjoy tastes from TIABI Coffee & Waffle, POTs, Chikyū, k.ando, Vintage Vegan Diner, Souley Vegan, Phyto's Vegan Eats, O.G. Lola's, Underground Burgers, Paradise City Creamery, Garden Grill and Simply Pure. The Farm Stand will be open nightly from 4pm – 10pm or until sold out.

Exclusive Culinary Experiences include:

VIP+ Happy Hour

Daily happy hours will take place on the VIP+ viewing deck overlooking the Downtown Stage, where fans can enjoy dishes from Eataly, Honey Salt, JING Las Vegas and The Black Pearl.

Artist Hospitality Lounge

All In guests and festival artists will be treated to a daily culinary pop-up hosted by Virgin Hotels Las Vegas, who will showcase the menus from some of their newest restaurants including Night + Market, Casa Calavera and Kassi Beach House.

The Full Culinary Lineup Includes:

The Cookout

Masazul
Milpa
Larrea
Toddy Shop® The Little Indian Bar
Peyote
Majordomo Meat & Fish
Jaleo by José Andrés
Echo & Rig
China Poblano by José Andrés
District One Kitchen and Bar
This Mama's House

Cocktail School

A-K Hada and Jaymee Mandeville of BACARDÍ
Egor Polonskiy of PATRÓN Tequila
Kinson Lau of William Grant & Sons
Joy Figueroa of Herbs & Rye
Josh Molina of Makers & Finders
Mauro Villalobos | The NoMad Bar/Legacy Club
Natalia Bernal & Patrick Villagran of Drifter Spirits
Gaston Martinez of Monzú
Marissa Pretkus of Horse Trailer Hideout
Gene Samuels - Cocktail School MC

The Farm Stand

POTs
TIABI Coffee & Waffle
Phyto's Vegan Eats
k.ando
Chikyū
Vintage Vegan Diner

Souley Vegan
O.G. Lolas
Simply Pure
Garden Grill
Underground Burgers
PARADISE CITY CREAMERY

Omakase Cantina

Restaurant Guy Savoy
La Strega
Sparrow + Wolf

VIP+ Happy Hour

Eataly
Honey Salt
JING Las Vegas
The Black Pearl

Artist Hospitality Pop Up

Night + Market
Casa Calavera
Kassi Beach House

Community Curators

Bryant Jane & Lyle Cervenka of Starboard Tack & Hardway 8
Diana Edelman of Vegans, Baby
Jolene Mannina of SecretBurger.com
Chef Justin Kingsley Hall of Main St. Provisions

General Restaurant Program

50 Shades Tastier
595 Craft and Kitchen
Afters Ice Cream
BEN & JERRY'S ICE CREAM
BLING BLING DUMPLING
Brothersgllc
BULLDOGIS GOURMET HOT DOGS
Café Americano

Nacho Daddy
Oming's Kitchen
Pancho's Kitchen
Picanha Steak Truck
QFS Tacos
Romega Taqueria
Rooster Boy Café
Saint Honoré Doughnuts and Beignets

Café Lola	Shake Shack
Can't Dutch This Fries	Sin City Pizza
Cornish Pasty Co.	Snap O Razzo Hot Dogs
Cousins Maine Lobster	Soulbelly BBQ
Custom Pizza Truck	Spicy Pie
Dough 2 Door	Stripchezze LLC
Dragon Grille	Sumo Dog
Eataly	Tacos & Beer
GOAT sports bar	THE ACAI SHACK
Grouchy John's Coffee, LLC	The Cookie Bar
Joy Pop	The Twisted Lemon
Khoury's Mediterranean Foodtruck	This Mama's House
King's Sausage	Truk N Yaki
Kogi BBQ	Underground Burgers
Kraken Café	

Although tickets for Life is Beautiful 2021 are currently sold out, fans looking to purchase tickets are encouraged to join the [Life is Beautiful waitlist and verified ticket exchange](#). Every ticket bought or sold on the exchange is verified, making it the safest and most secure resale platform. For more information on Life is Beautiful, please visit www.lifeisbeautiful.com or follow along on social media on [Facebook](#), [Instagram](#) and [Twitter](#)

Life is Beautiful is committed to creating a safe festival environment for festival attendees, staff, and artists. Upon entry, all Life is Beautiful attendees will be required to show proof of a COVID-19 vaccination or a negative COVID-19 test result within 72 hours of each day of the festival.

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About Life is Beautiful

Life is Beautiful was born in 2013 as part of the major transformation of Downtown Las Vegas as a cultural hub and has since contributed over \$350M of economic impact and cultural capital to the area. During the three-day festival, premier musical acts, experiential artists, comedians, thinkers and culinary talent flow into the urban streets of DTLV, in addition to the festival's 170,000 attendees. What started as an event has become something more: a symbol of connection, joy and creativity. Life is Beautiful continues to be driven by its core mission to create a holistic experience which aids in positive community transformation and individual empowerment by collectivizing and inspiring through shared experiences driven by art and culture.

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