

## DRINKS

### NEW SPECIAL SECTION PREMIERES @ FINE COOKING.COM

**August 31, 2010, Newtown, CT** – *Fine Cooking* has launched a special section on its website ([www.finecooking.com/drink-recipes/](http://www.finecooking.com/drink-recipes/)) that answers the question: “What would you like to drink with that?”

Using an archive database of drink recipes and *Fine Cooking*'s innovative proprietary apps, site users can explore exactly just the right spirits and cocktails to go with any dish or meal. The inspiration and technology behind the apps, RecipeMaker and MenuMaker, encourages creativity in using the full depth of the site's assets to originate uniquely individual recipes and meals – helping to bring out the cook in our site visitors. The Drinks section brings our audience one step further by applying the same fun and discovery to creating their own beverages. The “Summer Fun Cocktail Showcase” seasonal special feature that launched within the section also included a BBQ MenuMaker, Picnic MenuMaker, and Cocktail Party MenuMaker with content customized to each of those occasions. User comments, postings, and favorite drink recipes, plus a Crazy Cocktails drink match game, have increased interest in the section.

The debut sponsor of the section was Smirnoff Vodka. Smirnoff purchased a 3-month integrated program of activity with web ads in the section and e-letters that achieved nearly 2 million impressions, over-delivering on the buy by 13%. The sponsor's presence was further enhanced by integrating 20 Smirnoff-specific drink recipes into the site's searchable database. Smirnoff visibility was also heightened with added-value logo integration into additional recipes, games, and on the Drinks section home page.

According to Jason Revzon, SVP Taunton Interactive, “We're having a lot of fun taking some of our unique interactive tools and bringing them into play in a vertical space like spirits and cocktails. Users get more involved in planning, sourcing, and creating drinks for meals and special occasions. Advertisers, like Smirnoff, are benefitting from a collaborative partnership that matches their award-winning products with our respected content, innovative technologies, and hyper-engaged audiences.”

**For more information or to schedule an interview with the editor, Laurie Buckle, please contact John Baroody at 203-304-3891, [finecookingpr@taunton.com](mailto:finecookingpr@taunton.com)**

