



DOLE AND FINE COOKING CREATE INTERACTIVE PRODUCT OUTREACH CAMPAIGN FOR 4TH QUARTER

Program Centers Around Content from Nutritionist Ellie Krieger




NEWTOWN, CT., November 2, 2009... *Fine Cooking* - where food is the celebrity - has created a multi-dimensional program with Dole to promote the product launch of Dole Farm Fresh Salads during this November and December. Stressing the importance of freshness for taste and healthfulness, the content will center around sponsorship of the “Fresh” micro site at finecooking.com that features Ellie Krieger, nationally-known nutritionist, best-selling author and *Fine Cooking* Contributing Editor. Additional online elements include: sponsorship of “Today’s Tip” incorporating Dole nutrition tips, Dole recipes in e-Newsletters, Ellie Krieger’s The Good Life Challenge “Create your own salad” contest and co-branded promotional advertising.



“It’s noteworthy, especially in this tight ad economy, that the innovative programs we’re creating enable us to attract new business, like Dole, as well as strong renewal business from ongoing programs we initiated last year,” according to Pat O’Donnell, National Advertising Manager, *Fine Cooking*.

The most interactive part of Dole’s online program allows website users to devise their own recipes through a proprietary finecooking.com tool using drag-and-drop functionality with access to a database of ingredients for completely customized, individually created recipes. “Create Your Own Recipe is fun almost game-like activity that empowers users to feel confident making recipes from scratch. It certainly provides an entertaining and rewarding way for users to create recipes for their contest entries. Dole recognized that this innovative format was a perfect way to engage users with the launch of their new products,” said Jason Revzon, VP Taunton Interactive.



FineCooking.com, freshly redesigned in 2009, merges high-quality content and imagery with new functionality that stimulates users to engage and interact with editors, bloggers, advertisers, and especially each other. Serving nearly 500,000 unique visitors monthly, the site goes way beyond just recipes and “what’s for dinner” to delve deeply into the hows and whys of cooking.

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