

Fine Cooking and KitchenAid Partner in Unique Culinary Event

The Fine Cooking Epicurean Classic Presented by KitchenAid Proves That Accessibility to Event's Guest Chefs is The Key To An Extraordinary Food Experience

Connecticut (March 9, 2010) - Fine Cooking magazine announces a major step into culinary events with The Fine Cooking Epicurean Classic Presented by KitchenAid. This seven-year-old culinary celebration features the country's finest chefs, artisans, food purveyors, and culinary authors, plus leading food, cheese, wine, and beer experts. The three-day event takes place in St. Joseph, Michigan, August 27 - 29, 2010.

"This is a wonderful opportunity for us to take a leading role in one of the premier culinary events in America," says Janine Scolpino, Senior Vice President, Chief Marketing Officer at The Taunton Press, Fine Cooking's publisher. "Fine Cooking is excited to partner with the Classic and KitchenAid to support and grow this truly exceptional food adventure." Laurie Buckle, Fine Cooking's editor, says, "Our event will provide experiences, enrichment, and community like no other. Cookbook authors, leading food artisans, and chefs will share their knowledge in culinary demos, inspiring attendees and helping them take their cooking to the next level."

According to Mark Dressler, the event's Founder, "It's our purpose to champion and celebrate the essential skill of cooking, to help people catch and maintain the zest for cooking, and for them to participate, explore, and learn with accomplished chefs and talented food experts firsthand. We are thrilled to have Fine Cooking and KitchenAid as our primary partners."

"Being part of the ritual of cooking and the joy of sharing meals has always been a great source of pride for KitchenAid," says Debbie O'Connor, senior manager of brand experience for KitchenAid. "That the love of cooking increases with one's level of skill and passion, characterizes KitchenAid customers, Fine Cooking's audience and is at the heart of what differentiates the Classic."

With Fine Cooking and KitchenAid leading the way, the event is re-branding the look and feel of the Classic, developing a new website, utilizing fresh showcase venues in the city, expanding demonstration areas, creating mobile and web apps for event-goers, streaming video all three days, producing expanded print materials and on-site guides, increasing publicity and promotional efforts, and more.

Culinary event attendance and food-centric travel are growing enormously in popularity. "With nearby Chicago gaining well-deserved attention as a new center of culinary excellence, visitors attending the Classic may have two extraordinary food experiences," adds Ms. Buckle.





The Fine Cooking Epicurean Classic Presented by KitchenAid will soon announce this year's full schedule of speakers, classes, shows, cooking demonstrations, wine tastings, food samplings, meet-the-author cookbook signings, special events and more. To find out who is coming, what's happening and ticket information, look for more news as it's posted on FineCooking.com/ec.

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

