



Fine Cooking Magazine Brings National Attention to Largest Cooking Event in the Midwest

Epicurean Classic Offers Extraordinary Accessibility to Chefs, Cookbook Authors and Food Experts




Connecticut (May 17, 2010) - *Fine Cooking* magazine and KitchenAid are working together to expand one of America's premier culinary events. The **Fine Cooking Epicurean Classic Presented by KitchenAid** - featuring the country's finest chefs, artisans, food purveyors, and cookbook authors, plus leading food, cheese, wine, and beer experts - is a one-of-a-kind experience recognized as a true showcase of culinary know-how. Enlarged in scope for 2010, the three-day event will be held August 27-29 in the newly constructed beachside park, including the pavilion and amphitheater, in downtown St. Joseph, MI.



With a robust line-up of cooking classes, seminars, tasting events, and chef-hosted receptions, visitors will have the chance to meet and learn from numerous experts in the culinary field, such as Jean Joho, Rich Tramonto, Abby Dodge, Pam Anderson, Max McCalman, Susie Middleton, Deborah Madison and many, many more to come.

According to Laurie Buckle, editor of *Fine Cooking*, "As the only major food magazine that's 100% about cooking, we're thrilled to be part of the premiere food event in America that's 100% about cooking, too. 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. This unparalleled opportunity to learn from and meet the experts in a casual and relaxed setting attracts a crowd that enjoys the challenge, skill, and fun of cooking."

Each of the 30-plus cooking classes features in-depth recipe demonstrations by one of the country's most talented chefs and cookbook authors. Three KitchenAid kitchen venues provide an intimate setting from which attendees will get real answers to their cooking questions, a great view of the techniques, and a chance to meet the chefs and authors in person.



Twice-daily, the tasting pavilion will feature selected recipes from classes, offer artisan cheeses and other delights, plus premium wines, beers and spirits. Evening chef-hosted receptions provide yet another opportunity to mingle with fellow foodies, all the while enjoying the very best food and wine.

"The Classic celebrates the essential skill of cooking, to help people catch and maintain the zest for cooking, and have them participate, explore, and learn with accomplished chefs and talented food experts firsthand. Attendees sit near enough to smell the dishes being prepared. All the participating guest chefs encourage questions at any point and are available after their one-hour presentations for book signings and more interaction," said Mark Dressler, the event's Founder. "The level of interaction and accessibility is unparalleled, which is a huge appeal for attendees as well as authors and guest chefs."



Event guests can also step into a fully-equipped kitchen area and stir up some fun trying out a complete line of KitchenAid food prep and cooking appliances. One can learn the full use of each of the appliances, as well as new culinary techniques, tips, and tricks of the trade. Hands-on activities and skill-building demonstrations make this a truly interactive product display. “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 is at the heart of what brings people to 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, reaching out to a broad spectrum of presenters, 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 and nearby Chicago offers visitors attending the Classic opportunities for even more extraordinary food experiences. “We’re preparing for an increase in attendance this year without compromising the intimate, hands-on nature of the Classic,” said Mr. Dressler. “One-day total access passes are available for Friday, Saturday, and Sunday. And, our top-level ticket is the Gourmand pass - 3 full days of pure epicurean delights – plus an invitation to Friday’s *Fine Cooking* Opening Reception and Saturday evening’s coveted Grand Gala.” Friday or Saturday Day passes are \$119 and \$69 Sunday. Tickets for the evening receptions are \$65 on Friday and \$75 Saturday. The Gourmand Pass is \$329.

The Fine Cooking Epicurean Classic Presented by KitchenAid continues signing up presenters to finalize its line-up and will soon announce this year’s full schedule of speakers, classes, 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 get ticket information, look for more news as it’s posted on www.epicureanclassic.com

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

