



**fine
Cooking**

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***Fine Cooking* named 2012 Premier National Media Sponsor of
New Orleans Wine & Food Experience -- May 22-26**

NEWTOWN, CT, December 15, 2011 – *Fine Cooking* magazine and the New Orleans Wine & Food Experience are proud to announce a new partnership for the festival’s 20th anniversary. *Fine Cooking* will be the Premier National Media Sponsor for the New Orleans Wine & Food Experience [NOWFE] for 2012.

The New Orleans Wine & Food Experience, which ranks in the Top 10 Food & Wine Destinations in the U.S. and fourth in the World according to the *TripAdvisor Annual Travelers’ Choice Destination Awards*, celebrates its 20th anniversary in 2012. The five-day bacchanalia, which will take place May 22 – 26, features dozens of local chefs, many of whom are nationally known, and aims to place a spotlight on the region’s many indigenous ingredients. Thousands of wines and champagnes from over 175 wineries will be paired with food from more than 75 restaurants at various events throughout the extravaganza.

Each year NOWFE offers a wide variety of seminars and demonstrations hosted by local and visiting chefs, as well as world-renowned winemakers, allowing guests a rare opportunity to meet some of these industry insiders. More importantly, over the years, NOWFE has raised more than \$1 million for non-profit organizations in their community.

“NOWFE gathers all the great elements of this truly special region into a wine and culinary experience like no other,” says Steve Giannetti, Senior Vice President at *Fine Cooking*. “We’re

very excited to be a part of this respected event and hope that many of our readers will choose to join us in New Orleans this Memorial Day weekend.”

Established in 1994, *Fine Cooking* is unique in its 100% focus on food and its mission to give today’s cooks – no matter what their level of skill – the knowledge and confidence to become more talented cooks and enhance their pleasure in all things food. Its dedication to providing its readers the best information out there has attracted an impressive stable of contributing chefs including Dan Leader, Ellie Krieger, Bruce Aidells, David Guas, Joanne Weir, and so many more. *Fine Cooking* looks forward to bringing many of its esteemed editors and celebrated chefs from around the country to this wonderful event to participate in Thursday’s Royal Street Stroll and the Grand Tastings on Friday and Saturday.

“We are especially thrilled to have *Fine Cooking* as our national media sponsor for our 20th anniversary celebration,” states Jamie Peckenpaugh, NOWFE Executive Director. “*Fine Cooking* plays an important role in the epicurean world, offering how-to techniques and inspiration for home cooks of all levels, while NOWFE aims to educate attendees on all things wine and food related—it’s a perfect match.”

Tickets go on sale on December 21st. For more information and to purchase tickets, please visit www.nowfe.com.

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