

Food & Wine Features



Royalty-free Articles for Food Editors
Publicity for Epicurean Brands

www.FoodandWineFeatures.com

The Market



The epicurean food market continues to grow as a result of increasing segmentation and consumer sophistication. The unmatched educational attainment and dual incomes of the baby boom generation has fueled a huge demand for what marketers call “accessible luxuries.” The grocery market is seeing more upmarket stores like Whole Foods as epicurean tastes proliferate through large and small markets across the country.



The wine market has seen similar growth and diversification with new varietals being introduced to the US market from Australia, New Zealand, South Africa as well as the traditional European vineyards.

Consumers are searching for more information on how to buy, prepare and enjoy food and wine.



Food and Wine Features



Food and Wine Features news service provides 10,000 editors who cover the food, wine and entertainment beats with delectable recipes, enticing reviews and timely seasonal suggestions for dining and entertaining at home.

As more food sections are printed in color, editors rely on Food and Wine Features for beautiful illustrations and food photography.

Brands promoted in Food and Wine Feature releases find their way onto the covers of food sections and into the pages of regional and metro lifestyle magazines.

Creating a Feature



Creating a Food and Wine Feature release starts with a consultation where we plan a successful approach to creating an AP-style article that promotes your brand in a useful recipe or in an informative review.



Following the writing and approval of the article we distribute it via email and the FoodandWineFeature.com website. Editors download articles and high-resolution images from our website and can discuss the articles with our staff via phone or email.

The pickup of your feature is then monitored for six months using both the Burrelles/Luce clipping service and our in-house tracking. Clippings and clipping reports are provided so to document the results of your program.



Rates

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|----------------------|----------------------|
| One Feature | \$10,000 net |
| Two features/year | \$ 9,500 net/feature |
| Three+ features/year | \$ 8,500 net/feature |

For further information call Tom Schreckinger at 212-327-4645



Clipping Report



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