



EPICUREAN CLASSIC

**FOR IMMEDIATE RELEASE:**

## ***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](http://FineCooking.com/ec).

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**About Taunton Press**

The Taunton Press, [www.taunton.com](http://www.taunton.com), publisher of Fine Cooking, has been a trusted source of valuable information and inspiration on the house and home, including home building and design, gardening, woodworking, fiber arts and cooking since 1975. Millions of professionals and consumers purchase Taunton's books, magazines, DVDs, and use its Web sites to improve their skills and expand their horizons. Taunton Press is a privately held multi-media publishing company headquartered in Newtown, Connecticut.

**About The Fine Cooking Epicurean Classic Presented by KitchenAid**

A three-day celebration of culinary artisanship, The Fine Cooking Epicurean Classic Presented by KitchenAid is one of the premiere food events in America. Distinguished by the close, firsthand contact between event participants and attendees, it has become a Mecca for leading food experts, authors of cookbooks and culinary literature, and artisans and chefs who want to share their knowledge. Held near Chicago in St. Joseph, MI, thousands attend each August to experience this unique event that has established an international reputation as a true showcase of culinary know-how.

**About Kitchen Aid**

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Over 90 years later, the KitchenAid brand now offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn why chefs choose KitchenAid for their homes more than any other brand, visit [www.KitchenAid.com](http://www.KitchenAid.com).