

For Immediate Release

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Harold McGee, April Bloomfield, Kermit Lynch among The Daily Meal's 1st Annual 60 (Plus) Coolest People in Food & Drink

New York, NY (March 15, 2012)—[The Daily Meal](#)—Spanfeller Media Group's mega food site—has unveiled its first annual list of the **60 (Plus) Coolest People in Food & Drink**. More than the usual roundup of hot, popular icons, the list honors the actual tastemakers, trailblazers, and culinary rebels who are setting the trends in food and drink—not following them.

“Cool’ is elusive—an aesthetic, a way of being, an attitude. It's hard to define, so narrowing down our list from thousands of nominees was no easy task,” said Colman Andrews, editorial director, The Daily Meal. “We salute the cool because they're the ones who take us into new territory. They don't care what anyone thinks; they're self-confident and self-assured. Those are the kinds of people who become the real innovators.”

The final roster includes household names, celebrated chefs, and some multi-member groups that make the total count “60 (Plus).” But, because it is the nature of the truly cool to not call attention to themselves, the list also covers lesser-known figures such as artist and mezcal promoter Ron Cooper and reclusive food newsletter writer John Thorne.

From highbrow chefs and low-profile vintners, to food writers and performers, The Daily Meal's “60 (Plus) Coolest” picks include:

- **Grant Achatz**—After battling tongue cancer and temporarily losing his ability to taste, this Chicago chef remains an unstoppable force in molecular gastronomy. His restaurant Next changes cuisine every three months, while his other eatery, Alinea, offers exotic treats like olive oil lollipops and is poised to start selling e-tickets for seating.
- **Anthony Bourdain**—A renowned chef, TV personality, and author, Bourdain is known for his sharp culinary chops and blunt attitude. Unapologetic about his liberal profanities and put-downs of celebrity chefs, he is an advocate of nose-to-tail “peasant” cuisine and a champion for the Spanish-speaking immigrants who make up a majority of restaurant chefs in the U.S.
- **April Bloomfield**—The English-born executive chef of New York's first gastropub—the Michelin-starred Spotted Pig—Bloomfield won a following for infusing modest British dishes with spirit and sophistication. She now boasts several other successful NYC restaurants including the John Dory Oyster Bar and The Breslin.
- **Frank Bruni**—For five years as *The New York Times*' food critic, Bruni's byline both made and ruined restaurants across the city. He then went on to write the

bestselling memoir *Born Round: The History of a Full-Time Eater* and become *The New York Times*' first openly gay Op-Ed columnist.

- **Harold McGee**—An expert in chemistry, cooking technique and food history, this American author is famed for his three seminal books on kitchen science: *On Food and Cooking: The Science and Lore of the Kitchen*, *The Curious Cook: More Kitchen Science and Lore*, and *Keys to Good Cooking: A Guide to Making the Best of Foods and Recipes*. He also pens “The Curious Cook” column for *The New York Times* and writes for other major outlets like *Food & Wine*, *Nature*, and *Physics Today*.
- **Kermit Lynch**—Although a self-declared hermit who shuns the spotlight, Lynch is one of the most prominent experts on wine—French vintages especially. Lynch’s philosophy disregards traditional ratings and advocates imbibing local wines that pair best with one’s food. He also ardently petitioned and won permission from the Bureau of Alcohol, Tobacco and Firearms to add a statement about the benefit of wine alongside the Surgeon General’s Warning on his bottles.
- **The Wait Staff at Swan Oyster Depot**—At this family owned and operated eatery in San Francisco, the wait staff’s friendliness and professionalism is as refreshing as the seafood they sell. The service is swift and genuine, keeping both locals and out-of-towners coming back since 1912.

The Daily Meal offers full profiles of the “60 (Plus) Coolest” at <http://www.thedailymeal.com/60-coolest-people-food-and-drink>, as well as exclusive interviews with the honorees available on The Daily Meal Video Network. Additionally, The Daily Meal sits down with Christina Tosi, John Besh, Hugh Acheson, Marc Vetri, Marco Canera, and Rene Ortiz, to see who their “coolest” nominees would be.

For more information, please visit www.thedailymeal.com.

About The Daily Meal:

[The Daily Meal](#) covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site’s multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America’s Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal’s hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).

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Editor’s Note: Colman Andrews—The Daily Meal Editorial Director, James Beard Award-winner, and noted culinary authority—is available for interviews on the 60 (Plus) Coolest People in Food & Drink.