

For Immediate Release
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The Daily Meal Tapped as Media Sponsor of Inaugural Food Book Fair

New York, NY (April 17, 2012)—[The Daily Meal](#)—Spanfeller Media Group's (SMG) mega food site—has signed on as the exclusive media sponsor of the first annual Food Book Fair. Held from May 4-6 in Williamsburg, Brooklyn, the Food Book Fair is the world's first event aimed at bringing together food publications from around the globe, alongside dynamic events and programming.

As media partner, The Daily Meal will produce original online and video content on the Food Book Fair, across its network, from its cadre of Award-winning editors, while engaging in live social media coverage directly from the event.

"The Food Book Fair aligns perfectly with The Daily Meal's mission of bringing together a community with a strong appetite for the latest information on food, nutrition and innovation," said Scott Crystal, president, The Daily Meal. "This alliance is a wonderful opportunity to bring The Daily Meal to life, in front of a highly engaged audience."

Gathering more than 5,000 attendees including food enthusiasts, publishers, book collectors, chefs, artists, writers and designers, the Food Book Fair is a celebration of food writing, reading and activism, through curated panel discussions, book signings, innovative dinners and more. Colman Andrews, editorial director of The Daily Meal and author of several books including *The Country Cooking of Italy* will be among the speakers.

"The Food Book Fair aims to open up the dialogue between the food and publishing worlds and the many related disciplines in art, design, academia and culture at large," said Elizabeth Thacker Jones, founder, Food Book Fair. "As a leader in the digital food space, The Daily Meal provides a great platform to feed information about this vibrant gathering and elevate the conversation."

Additional information about the Food Book Fair can be found at <http://foodbookfair.com/>. For live coverage of the event, stay tuned to The Daily Meal online at www.thedaily meal.com, on [Facebook](#) and [Twitter](#).

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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