

For Immediate Release
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The Daily Meal Unveils Striking New Homepage Design

New York, NY (February 22, 2012)—Providing a dynamic environment for its user base and a more integrated platform for its content, [The Daily Meal](#)—Spanfeller Media Group’s (SMG) mega food site—today unveiled a fresh new look for its homepage. Sporting a streamlined layout and improved search capabilities, the revamped site serves up a simpler, more engaging experience for The Daily Meal’s diverse following of food and drink enthusiasts.

“With such a robust amount of new content daily, it was time to rethink the front door,” said Jim Spanfeller, President and CEO, SMG. “Optimizing efficiency and usability was essential. Now, whether they want to catch up on the latest food news, research the perfect recipe, purchase the newest cookware, or review a restaurant our community can easily find the information or inspiration they’re looking for.”

The site’s new homepage includes: The Daily Meal Video Network; Fresh Today: top food news and hot items; Features: the recipe of the day and the site’s lead story; “In Season”: the best, ripe ingredients; plus top rated articles and editorial from outside contributors. Additionally, the homepage allows for premium advertising placement and a promotional hat to showcase special content reports produced by The Daily Meal and sponsored by one of its many blue chip advertisers.

“These upgrades enhance the users’ experience and allow us to more effectively engage with The Daily Meal community,” added Scott Crystal, president, The Daily Meal. “We are now better equipped than ever to cover the food world’s ever changing trends and tastes.”

The homepage redesign is the latest in The Daily Meal’s ongoing evolution as one of the fastest growing food websites. In December 2011, the site partnered with leading digital marketplace [Cooking.com](#) to create The Daily Meal Shop—an online store offering kitchenware and specialty foods tailored for The Daily Meal’s followers. Most recently, the site launched The Daily Meal Video Network, offering high quality originally produced content available across the site’s multiple channels.

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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