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## The Daily Meal Launches Video Network

New York, NY (February 16, 2012)—[The Daily Meal](#)—Spanfeller Media Group’s (SMG) mega food site—has launched its own online video network. Available across the site’s multiple channels, the network offers a mix of top-quality features including step-by-step recipe guides; behind-the-scenes looks into the hottest eateries; and discussions with top chefs and culinary stars such as Tom Colicchio, Gail Simmons, and Mario Batali.

Fully owned and operated by The Daily Meal, the video platform debuts with over 300 originally produced segments. With fresh new features added regularly, The Daily Meal Video Network sets itself apart with state-of-the-art navigation features, HD player, social media options, and a site-wide program guide.

“Food is a multisensory experience and the web is a multi-media platform, this provides the perfect complement to our already appealing content,” said Jim Spanfeller, President and CEO of SMG. “The video network will allow us to better engage our community, putting them in the heart of the action, while providing new real estate for advertisers.”

Pre-roll and mid-roll units with companion ads will be available for promotional placements, and The Daily Meal will also work with advertisers to create custom content within the video network. Both will reach the site’s highly targeted and affluent audience with a passion for food and cooking.

The online video network continues The Daily Meal’s dynamic expansion. Last December, the website unveiled its e-commerce site in partnership with Cooking.com, coined [The Daily Meal Shop](#). Since its launch in January 2011, The Daily Meal has evolved into the fastest growing site in the food space with over two million unique visitors per month.

### 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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