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The Daily Meal Enrolls with Food University™

New York, NY (May 30, 2012)—**The Daily Meal**—Spanfeller Media Group's mega food site—today announced a partnership with the celebrity chef experiential content brand, **Food University™**. Providing an engaging, unique platform for advertisers, The Daily Meal and Food University™ will work together to produce and promote original content, video as well as signature live events.

“The Daily Meal and Food University™ are similar in that we both strive to provide uniquely relevant and engaging culinary experiences.” said Scott Crystal, President, The Daily Meal. “We clearly differ, however, in specialty—ours being the digital content and social media sphere and theirs being live productions and entertainment. By combining our resources and capitalizing on our expertise, we are confident that this synergy will greatly benefit our sponsors and communities of food and drink lovers.”

The partnership will include the production of original content, and a co-branded online video series that will live on The Daily Meal Video Network as well as MyFoodU.com. The Daily Meal will create customized content for interested sponsors, ranging from wine tastings to how-to segments to step-by-step visual recipe guides designed to be accessible and easily understood. Additionally, Food University™ and The Daily Meal will devise and execute branded live events—including in-store cooking demos, VIP dinners and cocktail parties—that allow sponsors to directly engage their brands with food and drink-focused consumers. And, of equal importance, they will be able to efficiently scale their messaging by bringing the event content to life digitally.

Founded by culinary entertainment industry veteran Richard Gore, Food University™ caters toward passionate individuals seeking to enhance their own culinary IQ in an entertaining and easy to understand manner. Food University's™ programming has previously featured an impressive lineup of star instructors including Masaharu Morimoto, Sara Moulton, Martin Yan, Jacques and Claudine Pepin, and Mary Ann Esposito, among others.

“Food University™ was founded to fill the current programming void between culinary education and entertainment, an area in which The Daily Meal is already well versed,” said Richard Gore, Managing Director, Food University™. “The Daily Meal's engaged and enthusiastic community is precisely the audience we strive to connect with, and this partnership is a relevant and exciting way for us to extend our reach”

Since its launch in January 2011, The Daily Meal has evolved into one of the largest websites in the food category with over 3 million unique visitors per month. In February 2012, the mega food site started The Daily Meal Video Network with over 300 original videos and fresh, new content added daily. The site continues to set itself apart with its large amount of quality features and growing user base of food and drink enthusiasts.

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](#).

About Food University™:

Food U Properties, LLC, producers of Food University™, is headquartered in New City, NY, and specializes in the production of original culinary entertainment which is made available through live events, television and radio programming, web content, publishing and merchandising.

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