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## **FOOD & WINE LAUNCHES ITS THIRD MOBILE APPLICATION DEDICATED TO THE FOOD & WINE CLASSIC IN ASPEN**

### **A FIRST AT EPICUREAN EVENT, IPHONE APPLICATION PROVIDES INTERACTIVE EXPERIENCE AT 28<sup>th</sup> ANNUAL WEEKEND**

New York, NY (June 15, 2010) – FOOD & WINE will unveil its third mobile application at the 28<sup>th</sup> FOOD & WINE Classic in Aspen this week with the first custom application for a major epicurean event. The new iPhone application will give attendees the ability to instantly access the weekend's program; read bios for their favorite speakers including Mario Batali and Tom Colicchio; use mapping functionality to find tasting locations, and follow Twitter posts from the editors of FOOD & WINE. The free application, sponsored by AT&T, also allows attendees to write personalized tasting notes directly into their iPhone, as well as create a custom event schedule, so they don't miss a single wine seminar or a cooking demonstration.

The FOOD & WINE Classic in Aspen application, created by SeedLabs, is available at the iTunes App store, effective June 14.

This follows on the heels of two other recent mobile launches from the brand, including an application dedicated to FOOD & WINE's signature platform F&W Best New Chefs (available for both iPhone and Google Android) and a comprehensive wine application for the Android, which allows users to get pairing suggestions and find wine bottles. In addition, the magazine is launching an application for iPhone in July centered around the best Eats + Drinks in the United States.

The 2010 FOOD & WINE Classic in Aspen, June 18-20, features a stellar line-up of top wine experts and culinary masters at over 80 cooking demonstrations and seminars. Here are a few highlights from this year's lineup: José Andrés uncovers the Secrets of Salt, In The Kitchen with *Top Chefs'* Tom Colicchio and Gail Simmons, Giada De Laurentiis presents Giada at Home, Michael Symon demonstrates how to cook One Chicken, Three Ways, Tony Abou-Ganim teaches how to make your own signature cocktails, and Ray Isle is back with Burger Bonanza wines: The Sequel.

Tickets for the **Food & Wine** Classic in Aspen are \$1,185. FOOD & WINE donates 2 percent of the proceeds from every F&W Classic tickets sold to its Grow for Good charitable initiative, which benefits Wholesome Wave Foundation. Grow for Good is FOOD & WINE's national initiative dedicated to supporting local farms and encouraging sustainable agriculture. To register, call 877-900-WINE or visit [www.foodandwine.com/classic](http://www.foodandwine.com/classic).

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FOOD & WINE is the modern, stylish, trend-spotting, talent-seeking epicurean magazine. Published by American Express Publishing, the leader in luxury lifestyle magazines, FOOD & WINE has a monthly circulation of over 925,000 and is online at [foodandwine.com](http://foodandwine.com).