



EPICURIUS UNVEILS 2006 BEST/ WORST FOOD TRENDS & 2007 FOOD PREDICTIONS

NEW YORK, December 29, 2006 – Epicurious.com, the premier food Web site, has issued its annual list of the best and worst food and drink trends of the year, as well as a list of predictions for 2007.

Some of the greatest things that happened in the world of food and drink in 2006 include:

- **A Bone to Pick:** More and more chefs started to use bone marrow this year. Who doesn't love to spread this flavorful, fatty food on toast or a sliced baguette?
- **Home Cures:** Artisan chefs have started home-curing products such as smoked salmon, pancetta, bread and butter pickles, and peach jelly. Flavorful "heritage pork" is the latest and greatest product on the market.
- **Better Drinks:** The cocktail celebrated its 200th birthday in 2006, and the resurgence of mixed drinks lingered throughout the year. Flavorful rye whisky has replaced bland vodka.

For a complete list of the best food trends this year, log onto:

<http://www.epicurious.com/features/news/dailydish/122606>

Some of the worst things to happen in the world of food and drink this year include:

- **Sickening Spinach:** E. coli contamination in ground beef has been worrying people for awhile, but this year saw contamination scares associated with bagged spinach and lettuce, as well as the recent outbreak of illness linked to Taco Bell.
- **Boutique Water:** For every report on our overflowing landfills, diminished petroleum supplies, and melting ice caps, there seems to be a new, absurdly-priced, fancy bottled water.
- **Malapropism Mania:** Why can't the people who write menus say "sliced beets" instead of "beet carpaccio"? And what's up with "kobe steak sashimi"?

For a complete list of the worst things to happen to the food world this year, log onto:

<http://www.epicurious.com/features/news/dailydish/122706>

Epicurious' 2007 "Crystal Ball" food and drink trend predictions include:

- **Black Market Bites:** Foie gras was banned this year in Chicago and other cities are looking at making it illegal, but that doesn't mean diners won't be indulging in it. The

sales of foie gras will rise to record levels because if you ban cookies from children they will crave them.

- **Homing Instinct:** With recent contamination scares linked to produce grown on huge farms and then shipped cross country, expect more and more people to start shopping at local farmers' markets and maybe even growing their own lettuce.
- **Doggone It:** Hot dogs will be the new burger.

For a complete list of Epicurious.com's 2007 Food Predictions, log onto:

<http://www.epicurious.com/features/news/dailydish/122806>

Epicurious.com, a CondéNet site, is a premier award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, *Gourmet* and *Bon Appétit* magazines, as well as Web-exclusive original recipes from top chefs and cookbook authors around the world. It also contains over 22,000 member-submitted recipes. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.

###