

Farm-to-Table Dining Made Easier as Epicurious.com Tours U.S. Farmers' Markets

Leading Food Site Offers Tips, Recipes and Giveaways for Greenmarket Shoppers

NEW YORK, June 30, 2008 – Epicurious.com is hitting the road to visit farmers' markets across the United States and help make farm-to-table dining simpler—and a better value—for Americans.

In five major city greenmarkets, Epicurious.com editors will give away a full menu of recipes printed on reusable cards, based on ingredients that will be in season in that market, such as figs and summer squash in San Francisco, peppers and blueberries in Portland, tomatillos and nectarines in Chicago, corn and cucumbers in Philadelphia, and apples and chard in New York.

Visitors to the farmers' markets will receive for free greenmarket shopping and cooking tips from Epicurious.com editors, Epicurious recipes and shopping lists printed on TasteBook recipe cards, and Bertolli Premium Pasta Sauce and recipes, all within an eco-friendly Epicurious tote bag.

“As Americans become more environmentally conscious, many of us look for ways to shrink our carbon footprint. One great way to go green is to support local farmers,” according to Tanya Steel, editor in chief of Epicurious.com. “However, our readers tell us how challenging it can be to put together an entire meal using local ingredients, so Epicurious is touring the country's Farmers' Markets to offer inspiration and tips for eco-minded cooks of all levels.”

Visit Epicurious.com at a Farmers' Market near you on the following dates:

- San Francisco's Ferry Plaza: July 22nd and 26th
- Portland, Oregon's Portland State University: August 2nd and 9th
- Chicago's Daley Plaza: August 14th
- Philadelphia's Reading Terminal Market: August 22nd – August 29th
- New York's Union Square Market: September 15th

For more information, please visit:

<http://www.epicurious.com/articlesguides/seasonalcooking/farmtotable/farmersmarketmenus>.

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Epicurious.com, a CondéNet site, is a premier multi-award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, 60,000 member-submitted recipes, and web-exclusive original content from Epicurious.com editors and leading food authorities around the world. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.

CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that build upon the heritage of the world's most prestigious magazines. The company publishes online properties in the categories of food (Epicurious.com and NutritionData.com); travel (Concierge.com, HotelChatter.com and Jaunted.com); fashion (Style.com); men's lifestyle (Men.Style.com); technology (Wired.com, Reddit, Ars Technica, Webmonkey and HotWired), and teen (flip.com). CondéNet is an Internet unit of Condé Nast Publications.