



FOR IMMEDIATE RELEASE:

Contact: Soraya Darabi

CondeNet, 212.790.5194

soraya_darabi@condenet.com

EPICURIOS.COM: YOUR THANKSGIVING HEADQUARTERS

NEW YORK, November 9, 2006 –Epicurious.com, the ultimate food destination web site and the online home of *Bon Appetit* and *Gourmet* Magazines, has created *the* Thanksgiving Headquarters for anyone concerned about – or eager to create – the perfect holiday feast.

NEW! Holiday Technique Videos: For visual learners, Epicurious offers new technique “how-to” videos focusing on the intricate details of preparing staples like homemade gravy or pie crust. Turkey technique videos offer viewers step-by-step guides through nine processes, including stuffing, brining, basting, and cooking. Consider Epicurious the Thanksgiving cooking coach you can pause, rewind, and view from the comfort of a kitchen laptop or home computer.

The Perfect Stuffed Bird: Daunted by the task of prepping, cooking, and carving a large holiday turkey? You’re not alone. Whether you’re planning to brine, roast, grill or deep fry – Epicurious is your source for over 140 Thanksgiving turkey recipes to choose from, FAQs and tips from professional chefs, instructional videos, and member boards where you can share the trauma or success with fellow foodies around the world.

The 60-Minute Feast: If you find yourself pressed for time this year, or cooking for a small group, use the Epicurious game plan for an easy-to-create Thanksgiving feast. Shop two days ahead, set the table the morning of, pre-heat the oven two hours before your guests arrive, and dinner will be served faster than it will take to go to a restaurant for the meal.

A Healthy Holiday: The key to a healthy holiday meal is that less can be more. Less fat. Less sugar. Less salt. Less on the plate. But not less flavor. Try Epicurious’ recipe for herb-rubbed turkey, thyme roasted sweet potatoes, and ginger-pumpkin soufflé.

The First Feast: Want to change things up this year? Why not host a truly traditional Thanksgiving? Popular myths aside, plan a holiday menu around what the pilgrims once ate back in the fall of 1621: stewed wild turkey, stewed mussels, sweet potatoes.

Festive Fall Entertaining: For some hosts, Thanksgiving is the most formal meal of the year, and the proper table setting can be as important as making an ideal meal. If you’re interested in taking a classic route, try gracing the Thanksgiving table with a fruitful centerpiece: bunches of nuts and berries arranged in a zigzag down the table– they double as an addition to the dessert course. If you prefer a contemporary look, avoid creating one large centerpiece and add dramatic focus points across the table. Buy a cranberry or burgundy table cloth, and fill square boxes with moss and signs of the season — ripe figs, pears, and berries.

“For any amateur cook, Thanksgiving can be daunting,” said Tanya Steel, Editor-in-Chief of Epicurious.com. “So, to help the millions of Americans who are going to wrestle with the big bird, we’ve done all the homework for you. All you need to do is decide what sort of feast you are going to put together and log onto the site for the tips, menus, recipes, wine suggestions and more.”

For more information on how to throw the perfect Thanksgiving Feast, please visit:

<http://www.epicurious.com/cooking/holiday/thanksgiving/index>

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, healthy eating, entertaining, restaurants, wine, cocktails, and shopping.