

## About.com Gives Readers Plenty to Chew On

Whether readers are looking for a quick Margherita Pizza or the perfect Margarita, About.com's Food & Drink Channel has it. From its vast database of recipes to guidance on full menus, matching food to wine, table settings and so much more, About.com's practical, easy and down-to-earth advice enables readers to seem more like chefs than home cooks.

### What Makes About.com's Food & Drink Channel an Authority?

## Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com readers answer a question, solve a problem or simply learn more about a topic. Their advice is very tasteful. Meet some of our Guides:

- **Low Fat Cooking: Fiona Haynes** – her passion for low fat cooking and everything related to food, fitness and health comes through loud and clear in everything she does. As a trained researcher, Fiona can find the most current news about low fat cooking with ease. As a mother, she understands the importance of low fat cooking as part of a healthy lifestyle. Her About.com readers appreciate it.
- **Gourmet Food: Brett Moore** – as a professionally trained chef, with a degree from the New England Culinary Institute, and writer, Brett knows his stuff. He has cooked in pizza shops and five-star resorts and can serve up culinary advice to About.com readers like nobody else.
- **Thai Cuisine: Darlene Schmidt** – having studied Thai cooking in Thailand, she now teaches and caters here in the US. She is also a master at simplifying recipes for those who would like to try Thai, but think it's too difficult (it's not). About.com readers appreciate her straightforward, entertaining style of writing about a delightfully exotic cuisine.

The screenshot displays the About.com Food & Drink website interface. At the top, there's a search bar and navigation links. The main content area is divided into several sections: 'Meal of the Week' featuring 'Grilled Fish with Redstone Sauce', 'Easy Pizzas' including 'Tortilla Soup' and 'Wine Tasting', and 'Healthy Recipes' with links to 'Tacoish Shrimp Ceviche', 'Breakfast - Grilled...', 'Noodles - Easy Thai Noodles Recipe', 'Low Fat Applesauce Oatmeal Pancakes...', and 'Spiced Lettuce Wraps...'. A 'FREE Newsletters' section prompts users to sign up. A video player shows 'Chris Omura' presenting 'Hollandaise Sauce'. Below the video, there are more recipe suggestions like 'Salmon Fillet Recipe', 'Cod and Olive Tomatoes', and 'New England-Style Oyster Stew'. The right sidebar includes an advertisement for 'Breyers Ice Cream' and a 'FEATURED VIDEOS' section.

### About.com Food & Drink is the Recipe for Brand Success

- About.com consistently ranks among the top 5 informational food Web sites
- 6.2 million unique users per month
- About.com's Food Channel extends your reach—About's audience has only a 10% overlap with Food Network and 16% with Allrecipes
- About.com's Food Channel has better representation of women and older adults ages 45-55 than both Food Network and Allrecipes

\* Source: Nielsen//NetRatings, July 2007