How Innovative Companies Are Shaping Food Culture

FreshMKT Conference Sponsor
Chadwick Boyd
Food & Lifestyle Expert,
TV Host & Brand Consultant
Katherine Alford
Senior Vice President of Culinary
Food Network

Susan Westmoreland
Food Director of Good Housekeeping

Kenzi Wilbur
Managing Editor Food52
How Innovative Companies Are Shaping Food Culture

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INSPIRING PEOPLE TO EAT THOUGHTFULLY AND LIVE JOYFULLY
Food52 connects

through the lens of food, and we are a one-stop shop for living joyfully.

Entertaining + Style
Home + Design
Travel + Culture
Lifestyle + Wellness
Recipes + How-Tos
SHOP
# The Food52 Footprint

**Total Reach: 11M+ Across Platforms**

<table>
<thead>
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- **Food Podcast in iTunes**: #1
- **Growth in Snapchat**: 500%
- **National Events**: 15+
- **Cookbooks**: 10+

**Curated Shop**
Modern Tastemakers

We strive to meet the modern reader and Home cook where they are.

Sources: Food52 2016 User Survey, Comscore
MISSION STATEMENT

“Good Housekeeping represents a world in which home is the launchpad for our lives. It’s the place we get ready to face the world, where we entertain our friends, take care of our families, relax, pamper ourselves and express our creativity and personality. As our lives get more hectic and plugged-in, time is one of our most valued commodities. GH offers expertise in all the areas that mean the most to us: home, style, health and food—all in one place.”

-Jane Francisco, Editor-in-Chief
GOOD HOUSEKEEPING TEST KITCHEN

• Our Triple Test Promise: We test on both and gas electric ranges with different brands of ingredients, cookware and appliances. So, by the time the reader makes the recipe, it will work with whatever ingredients, range and equipment she uses.
SEND HELP: I'M (KIND OF) FALLING IN LOVE WITH THE INSTANT POT
My day with the darling of the appliance world (+ week's worth of staples, in 5 hours)

A SLAW THAT PROVES BROCCOLI STALKS MIGHT BE THE BEST SCRAP
This bright, refreshing side is just the dish to carry you into spring.

A MAGICAL NEW EGG REPLACEMENT (THAT'S ALREADY IN YOUR PANTRY)
Hello, aquafaba.

KOMBUCHA'S HEALTH BENEFITS: WHICH CLAIMS ARE TRUE?
We dig into what is known (and what it is less-than-certain)
KOMBUCHA: SO HOT RIGHT NOW

- How did we get here?
- And what did we do about it?
Watermelon Keg
Strawberry Cheesecake Galette
Avocado Ice Cream
Shrimp and Avocado
TRENDING NOW

• For Good Housekeeping’s recent redesign we plotted a new look going beyond just recipes and pretty pictures.

• Our goal: to reach the busy, connected woman, empowering her with delicious recipes, relevant trends, AHA! ideas, smart solutions and best-in-class product recommendations to make her life easier and more enjoyable.
2 THE NEW NOODLE

“VEGGIE PASTA MAKERS CALLED SPIRALIZERS ARE OUR BIGGEST TRENDING ITEM.”

5 FARMING IS COOL

“FOOD FARMERS ARE THE NEW ROCK STARS!”

11 GOURMET RAMEN

“ROASTED CHICKEN & MUSHROOM BOWL”

12 CAULIFLOWER IS THE NEW KALE

“CAULIFLOWER IS THE NEW KALE.”

20 SPLIT CHICKEN STEW

“SPLIT CHICKEN STEW.”

24 TESTED+SLOW COOKERS

“TRIED+TESTED SLOW COOKERS.”
26 DELICIOUS IDEAS TO EAT, COOK, SIP & SERVE RIGHT NOW!

Our GH Test Kitchen experts are dishing on the most crave-worthy trends. Consider this your 2016 food forecast.

1. NEXT-LEVEL FRIED CHICKEN

Even foodies are flocking to hot spots like Fuku in New York City and Picnic in Los Angeles for gourmet fried chicken sammies. Make your own, complete with six topping combos, at home with our secret recipe.

2. CITRUSY SHRIMP-STUFFED AVOCADOS

2-4 TASTES OF PERU

A melting pot of flavors, this South American fare fuses Chinese, Japanese and Latin cuisine. Sounds exotic, but you probably already have most of the ingredients to whip up these traditional dishes.

photography by Mike Garten
food styling by Christine Albano
prep styling by Kate Geiger

January 2016, GH
Decadent VEGETARIAN

Sounds like an oxymoron, right? Time to think beyond a block of tofu. Our plant-based dishes will make your mouth so happy, you won't miss the meat...or butter...or cheese.
Don't believe us? Dip into the nacho sauce at right!

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CREAMY VEGAN
LINGUINE WITH
WILD MUSHROOMS
p. 117

11
ROASTED SQUASH
AND PUMPKIN SEED
MOLE BOWL
p. 118

13
THE NEW "PARMESAN"

"Nooch" (nutritional yeast) is a nutty, tangy condiment (derived from sugar cane or beet molasses) that tastes like cheese and packs 8 g of protein, 3 g of fiber and three times your daily Vitamin B₉ requirement in 1 cup of flakes. It's the flavor booster in these pasta and nacho sauces and is good on popcorn, too!
Large Flakes Nutritional Yeast $10 for 8 oz, amazon.com

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NOUVEAU NOODLES

The gluten-free phenomenon is going strong, with plenty of wheatless pastas made from clever things like lentils and edamame. Try our top-tested picks.
TEST KITCHEN SECRET: For the best texture, cook just to al dente.

15
Mix with roasted eggplant, tomatoes and cheese for a healthier take on Pasta alla Norma. Modern Tribe & Mills Mixed Lentil Pasta, $3 for 10 oz, moderntribe.com

16
Test with creamy alfredo, or use for mac 'n cheese (kids won't notice the difference). Ancient Harvest Lentil & Quinoa Supernoodles, $1.50 for 8 oz, ancientharvest.com
PIZZA party

Round pies are so last Friday. It's way hipper to be square! And with these grandma-style slices baked on a sheet pan, everyone gets his or her favorite—from extra-crusty corners to topping-loaded middles.
FOOD WASTE

• To bring this issue home to our reader, we present it in small, easy to understand pieces so the reader would have real, personal, and actionable ways to participate in the solutions.

• To do this we met with FDA and the NRDC, talked about what we wanted to do, then partnered with them in the #savethefood campaign.
Destination: FOOD

• This issue which hits newsstands today is an ode to the ever-changing American food scene.
• We highlight regional favorites and feature a mix of classic foods and current spins on some of them.
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Fresh Convenience Snack Break