

## **FITNESS EXPERT DENISE AUSTIN VISITS THE MR. FOOD TEST KITCHEN STUDIO**

Fort Lauderdale, Fla. (March 21, 2013): The set was alive with energy as fitness expert Denise Austin came on set with endless enthusiasm for encouraging people to live healthier. She was eager to help the Mr. Food Test Kitchen reveal the top three winners from our Idaho Potato Recipe Contest, featuring a variety of delicious entries using heart-healthy Idaho potatoes.

The winner was Bertie Bonnie, who made Idaho Potato Crab Cakes with instant potato flakes that were a big hit with our online readers who voted. “This recipe won the contest for a reason. It was really tasty and healthy since it was loaded with heart healthy potatoes and baked instead of fried,” said, Howard Rosenthal, Mr. Food Test Kitchen COO and on-air talent. “Working with Denise Austin was a great way to get everyone excited about the contest and eating better. There were so many great entries that I know people are going to be inspired to use their Idaho potatoes in new ways.”

To see the recipe and video for the show featuring Denise Austin, visit the link below.  
<http://www.mrfood.com/Shellfish/Idaho-Potato-Crab-Cakes/ct/1>

Photos available upon request.

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### **ABOUT THE MR. FOOD TEST KITCHEN**

The Mr. Food Test Kitchen is an established diversified media brand that has championed the benefits of quick and easy cooking at home for more than 30 years. Today, the Mr. Food Test Kitchen TV segment is nationally syndicated through CBS Television Distributing to more than 125 TV stations with a daily audience of nearly 3 million viewers. Its publishing division, Cogan (with millions of books sold), continues to successfully create cookbooks. The reach of the brand goes beyond print and TV with MrFood.com. As one of the nation’s fastest growing recipe websites with millions of page views weekly and more than 1.8 million unique visitors monthly, it guides and interacts with a whole new audience of home cooks. On top of that, the “Quick & Easy Everyday Cooking” e-newsletter engages hundreds of thousands of subscribers on a daily basis. The company also has strategic licensing partnerships creating a complete line of houseware products that mirror the brand’s philosophy.