

THE MR. FOOD TEST KITCHEN TAPES ON LOCATION AT SOUTH BEACH WINE AND FOOD FESTIVAL.

South Beach, Fla. (February 22, 2013): From the exclusive events to the endless tasting tents, no event celebrates food and food celebrities better than the South Beach Wine and Food Festival. Since no food party would be complete without a little hands-on cooking, Howard Rosenthal, COO and Chief Food Officer of the Mr. Food Test Kitchen, cooked a few delicious recipes with some of the event's biggest names.

Paula Deen revealed her secrets to making the best Southern style shrimp 'n' grits. Art Smith, former personal chef to Oprah Winfrey and restaurateur, cooked up two ways to make fried chicken. Finally, Rachael Ray showed off an easy way to put a twist on sloppy Joe sandwiches.

"Working with fellow foodies who are so talented like Paula, Rachael and Art is always a real treat," Rosenthal said. "And you couldn't ask for a better location than South Beach."

To see the recipe and video from the Paula Deen segment, visit the link below.

<http://www.mrfood.com/Shellfish/Paulas-Shrimp-and-Grits/ct/1>

To see the recipe and video from the Art Smith segment, visit the link below.

<http://www.mrfood.com/Chicken/Fried-Chicken-Two-Ways/ct/1>

To see the recipe and video from the Rachael Ray segment, visit the link below.

<http://www.mrfood.com/Beef/Tex-Mex-Sloppy-Joes/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, Cogen (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.