



**FOR IMMEDIATE RELEASE**

**THE MR. FOOD TEST KITCHEN ANNOUNCES DISNEY VACATION CONTEST  
IN SALUTE OF DISNEY-INSPIRED RECIPE SERIES**

**Fort Lauderdale, FL** (June 4, 2012) — Just in time for summer staycation cooking and vacation planning, the Mr. Food Test Kitchen has created five Disney-inspired family-favorite recipes as part of their most recent on-location five day series taped at the Walt Disney World Resort.

In conjunction with these recipes, viewers of the popular 90 second daily TV segment syndicated by CBS Worldwide Distribution and seen in over 120 TV markets nationally; as well as visitors to their popular website: [mrfood.com](http://mrfood.com) will all have a chance to win a grand prize of a 5 day/4 night Disney Vacation of a lifetime for four people, at the Walt Disney World Resort. Ten runner-up winners will receive Disney World gift cards.

The week-long “A Taste of Disney” series which aired from June 4<sup>th</sup> through June 8, 2012 was geared to offer easy and eye-catching recipes that were inspired by the magic of a Disney vacation experience. A segment from Disney’s *Hollywood Studio’s 50s Prime Time Café*, where visitors can relive childhood mealtime memories features **Dad’s Meatloaf** and **Classic Mashed Potatoes**. Other recipes developed for the series are **Fantasy Chicken** saluting Magic Kingdom’s current expansion to *Fantasyland* including the new Beast’s castle, which will sit high atop what will eventually become the *Be Our Guest Restaurant*. *The Seas with Nemo & Friends* with a **Shells and Veggie Toss** and two whimsical desserts – **Magical Stuffed Cupcakes** inspired by animation throughout the theme parks and **Frozen Zebra Stack** in honor of *Animal Kingdom Lodge*.

Patty Rosenthal, the Mr. Food Test Kitchen director says, “When we developed these recipes, we gave a lot of thought to all of the wonderful tasty options throughout the theme parks. What we came up with fits mealtime year-round, but if budgets are tight and a staycation is in the plans, these still can take everyone’s taste buds to the happiest place on earth!”

Everyone comes away a winner with the chance to enjoy these delicious new Mr. Food/Disney-inspired recipes. All of them are available on [mrfood.com](http://mrfood.com) now, along with complete details about the **“Win A Mr. Food Family Vacation for Four at the Walt Disney World Resort”** “contest are sure to have families everywhere saying “OOH IT’S SO GOOD!!”<sup>®</sup>”

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**About the Mr. Food® Brand**

Mr. Food is an established brand that keeps reinventing itself as it continues to grow. Today, the Mr. Food TV segment is nationally syndicated through CBS Worldwide Distribution on 125+ TV stations, with a daily audience of over 2 million viewers. Its publishing division (with millions of books sold) continues to successfully create cookbooks to help the home cook get in and out of the kitchen with ease. The success of the brand is based on triple-tested recipes developed in the Mr. Food Test Kitchen while strictly adhering to their “Quick & Easy” philosophy. MrFood.com is one of the nation’s fastest growing recipe websites with millions of page views weekly and over 1 million monthly unique visitors. On top of that the “Quick & Easy Everyday Cooking” E-newsletter engages hundreds of thousands of subscribers on a daily basis.