



## **INTRODUCING THE NEW MR. FOOD TELEVISION TEST KITCHEN SET**

**Fort Lauderdale, FL, February 1, 2012** – The Mr. Food brand, known as “The Originators of Quick & Easy Cooking” and producers of the popular CBS Worldwide Distribution syndicated Mr. Food television segment announced the addition of the new Mr. Food Test Kitchen television set, located adjacent to the Mr. Food Test Kitchen. The recently built new set will be introduced to viewers on an alternating basis with the original Mr. Food kitchen set, as a means to share more in depth recipe secrets from the entire Test Kitchen team.

Art Ginsburg a.k.a Mr. Food shares, “I am so excited to be able to introduce my talented Test Kitchen team to my millions of viewers. For years they have been working so hard behind the scenes, developing thousands of recipes all according to my quick and easy philosophy, which includes triple testing every one to ensure that they meet our standards

Viewers will soon be seeing more and more of Test Kitchen team members Patty Rosenthal, Kelly Rusin, and Howard Rosenthal who will be sharing the co-hosting spotlight with Ginsburg from the new set.

“The first segment has been distributed for airing on February 8<sup>th</sup> and features a Chocolate Chip Dome dessert. I am looking forward to sharing lots of Test Kitchen secrets from myself, Mr. Food, Patty and Kelly as we incorporate the new set and segments into our line-up, said Howard Rosenthal.

With the evolution of the Mr. Food brand growing by leaps and bounds, this was a natural progression to offer up a fresh look, additional exciting visual and food-related content, along with familiarizing viewers with the team.

The Mr. Food segment is seen in more than 125 TV markets on the local network news with an audience reach of 2-3 million daily viewers. It is expected that the Test Kitchen segments will increase viewership and interest in this long-standing brand that has a time-honored tradition for sharing recipes that always end in "OOH IT'S SO GOOD!!" <sup>®1</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 2.75 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.