

## The Show Goes On



On Nov. 21 we announced that our founder, Art Ginsburg, passed away after a short battle with pancreatic cancer. We would like to take a moment to assure you that though he will be missed, his legacy will continue as planned in all aspects of the Mr. Food brand. His longtime business partner, Howard Rosenthal, will continue to steer the creative aspects of the company and will appear in segments from the Mr. Food Test Kitchen.

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## What Are Fans Saying?

The outpouring of love and support has been overwhelming - and so has the encouragement for us to continue engaging viewers with fun TV segments, email newsletters and fresh online recipes. One viewer, Barbara, said, "I have watched Mr. Food for many years. I have always loved the way he made preparing food seem so simple. I am looking forward to seeing his legacy carried on in the coming years." We couldn't agree more. Another viewer, Dina, said, "Thank you for continuing this wonderful website. It is a daily treat for me to find recipes and learn techniques." New dish ideas, tips and techniques are exactly what we will continue to provide for longtime fans and new ones.



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## Who is Howard?



Howard Rosenthal will be the face of the company moving forward. Many of you have known Howard as Art's business partner and creative inspiration for the brand for the last 20 years. He brings his own style to the Mr. Food Test Kitchen segment, incorporating insider kitchen tips and tricks as well as special guests and on-location shows. Prior to working with the Mr. Food brand, Howard was a restaurateur and owned a successful catering company. Food is his passion and is in his blood; much like it was in Art's.

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## What's Next?

Our goal is not to replace Art Ginsburg, but to carry his legacy forward. We are excited about continuing the Mr. Food and Mr. Food Test Kitchen brand as planned - and so are our viewers, who have shared not only their condolences but their desire for the brand to continue to deliver more. With the continuation of our daily syndicated segment, new partnerships, cookbooks, the launch of our first product line, and a new diabetic website scheduled to launch early next year, we have a lot going on to continue growing the brand, just like Art wanted.

