

great taste

MAGAZINE

A NETWORK FOR HOSPITALITY AND CULINARY PROFESSIONALS



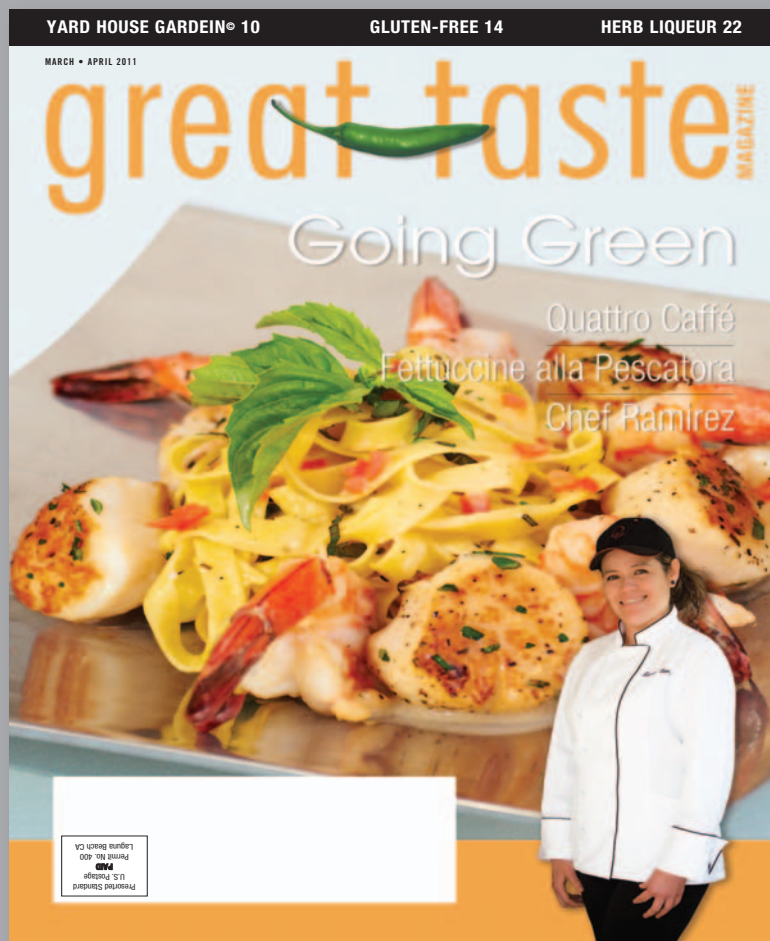
**2011
MEDIA
KIT**

**“THANKS FOR THE
GREAT READ AS ALWAYS!”**

TOM FOUNTAIN
STARWOOD HOTELS & RESORTS WORLDWIDE, INC.

**“I REALLY LIKE YOUR
LOCAL FOCUS AND STYLE.”**

CHEF CATHY PAVLOS
LUCCA CAFE



**RECOGNIZED
AND RESPECTED
BRAND NAME**

**THE BEST
RESTAURANTS
IN THE AREA**

**EXQUISITE
RECIPES IN
EVERY ISSUE**

**LOCAL OC
CHEFS
TELL ALL**

IT'S SIMPLE.

We deliver timely, pertinent, and entertaining information to our readers in a way that will continually grow our readership, allowing us to expand and enhance our offerings to make your experience more enjoyable issue after issue.

Great Taste Magazine is a uniquely positioned publication dedicated to the hospitality and culinary professionals of Southern California and their foodie followers. We keep our taste-buds tuned in to what's sizzling and what's fizzling for your reading pleasure...and education.

EDITOR-IN-CHIEF,



Teri Williams has her finger on the pulse of the local hospitality industry like no one else. Nine years as editor and publisher of Orange County's only hospitality trade magazine combined with her consultancy for the non-profit sector and her public relations expertise gives Williams a far-reaching, varied and unique perspective of the industry. Besides her esteemed Great Taste publication, she has extensive experience in the travel industry, event planning and volunteerism. Williams has contacts around the globe in the restaurant, hotel, media and travel trades. She has also been applauded for her enthusiastic charity work and has chaired numerous chef, food and wine events, for which she has helped garner more than \$1 million in donations over the years. Known for her unflagging enthusiasm, entrepreneurial spirit, "can do" attitude, and joie de vivre, Williams is a constant presence and authority on the OC culinary and hospitality scene.

“YOUR **AUDIENCE** IS THE MARKET OF OUR SPECIFIC **DEMOGRAPHIC** — RESTAURANT OPERATORS, CHEFS AND BUYERS.”

MATT GALT
WHITE APRON MEATS

DEMOGRAPHIC

Male	72%
Female	28%
Median Age	37

CIRCULATION

Great Taste Magazine*	4,800
Foodie Newsletter	11,000
Industry Newsletter	6,000
Pass Readership	10,000+
Copy Retention Average	6-8 months

READERS BY OCCUPATION

Food-Related Businesses	100%
Purchasing Managers	70%
Restaurant Owners and Operators	65%
Executive Chefs	64%
General Managers	30%
Caterers	20%
Restaurant Groups	20%
Purveyors	10%
Corporate Managers	4%

**Magazine is directly addressed to proprietors, general managers, and executive chefs.*



MAGAZINE HIGHLIGHTS.

CHEF PROFILE

Every issue top OC chefs share their success stories, recipes, and thoughts on food and the industry.

THE BEET

Catch up on local happenings including restaurant openings, Culinary Pros on the move, awards, charity events and upcoming meetings and seminars.

FRONT OF THE HOUSE

Discover what local professionals are doing to improve the customer experience, handle competition and assure the success of their establishment.

CONTRIBUTING CHEFS.

Out of the kitchen and into the writer's chair! Every issue we have the most talented chefs of the region share their expertise with us as our Culinary Advisors. Their columns include:

The Baking Rack
Catch of the Day
Spice Rack
Take It Or Leave It



2011 CALENDAR & RATES

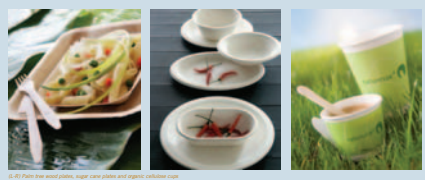
ISSUE	FEATURES	AD CLOSE	DISTRIBUTION
Jan/Feb	Valentine's Day menu for two with wine pairing.	12/1/2010	1/15/2011
Mar/Apr	Fresh herbs in cocktails and cooking, cocktail garden. Chocolate in cooking.	2/1/2011	3/15/2011
May/June	Wedding trends, catering and champagne cocktails.	4/1/2011	5/15/2011
July/Aug	Global cuisine (European, Asian), day trips (Chinatown, Olvera St.)	6/1/2011	7/15/2011
Sept/Oct	Catering holiday parties (do's/don'ts). Fall harvest.	8/1/2011	9/15/2011
Nov/Dec	The Holiday Issue. Thanksgiving, Christmas and New Years.	10/1/2011	11/15/2011

PRINT RATES	1x	3x	6x	12x
4 Color				
Covers 2,3,4	\$1,645	\$1,575	\$1,520	\$1,465
Full page	\$1,310	\$1,215	\$1,185	\$1,165
2/3 page	\$1,140	\$1,085	\$1,030	\$990
1/2 page	\$975	\$930	\$885	\$850
1/3 page	\$810	\$770	\$740	\$695
1/6 page	\$695	\$660	\$630	\$610
BW				
Covers 2,3,4	\$1,330	\$1,265	\$1,210	\$1,150
Full page	\$1,080	\$1,020	\$970	\$930
2/3 page	\$920	\$860	\$810	\$760
1/2 page	\$760	\$720	\$675	\$640
1/3 page	\$605	\$575	\$546	\$495
1/6 page	\$405	\$385	\$365	\$335

WEB RATES	3x (MINIMUM)	NOTES	EMAIL RATES	1X
187 x 187 pixel button	\$325	Right sidebar. 5 max ads in rotation.	Dedicated	\$350
435 x 60 pixel banner	\$250	Feature column. 10 max ads in rotation.	1 of 3	\$69
<i>Receive premium placement on Great Taste's Home Page. Our website receives approximately 14,000 page views per month.</i>			<i>Sent out bi-weekly to 5,000 foodies.</i>	

FEATURE: L'ENTRÉE

The Whole Package



As you huddle into the new decade of renewable energy, 2-dimensional movies, and health care reform, there is one topic on the forefront of everyone's mind: going "green." Whether you are an eco-warrior who has committed a compost pile in their backyard or a simple recycler who makes sure their milk cans don't go to the landfill, there is no denying that being eco-friendly is becoming a way of life for Americans. With a projected record high \$580 billion in sales for 2010 in the restaurant industry (National Restaurant Association), this is a trend that hospitality professionals cannot afford to ignore. With billions of people going out to eat each year and many of them bringing soft-drink home, food packaging is an imperative part of the restaurant industry. Styrofoam, plastic bags and boxes are so prevalent that you could most likely throw it away at least three times that you've thrown away in the past week. But these products, while ideal for cheap and easy food transportation, are not at the top of the class when it comes to being environmentally friendly. Luckily, there are new alternatives to the typical styrofoam clamshell—organic packaging. Although products made from organic materials tend to be more expensive than those made of styrofoam or plastic, it's a small price to pay considering the benefits of making the "green" switch. Four in 10 Americans have stated that they would prefer to take their business to a restaurant who they know to be environmentally conscious (National Restaurant Association), and sending them home with lightweight containers made from organic products is an ideal way to show them that you have gone "green." — Kelly O'Quinn

Only 16% of water bottles sold in California are being recycled. At that rate, in 10 years or less, the amount of bottles thrown in the trash will be enough to create a two-lane, six-lane highway that stretches the coast of California.

Arriving on the scene are companies using bottles and containers made from PLA, a corn-based bio-plastic. It's renewable and the distillation process was designed to create a polymer that is environmentally "closed" and recycled. This technology is being used to create coffee cups, yogurt containers, water bottles and more. For those of us concerned about the greening of our cups, you'll be happy to know that the corn being used for this process is not grown from genetically modified seeds. Products made from this polymer can be recycled and re-used or simply sent to be composted into soil so that it remains.

Polylactide (PLA) are more oil and grease resistant than existing petroleum-based polymers and are being used more and more for packaging fresh foods. The production of these products uses up to 50% less fossil fuel and releases a lower amount of greenhouse gases. Look for new products using this process for a greater, cleaner environment. — Chef Ozzie Dubois

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EDITORIAL FEATURES.

A clean, modern design that separates us from the pack. With ample white space, big, bold visuals and beautiful photography along with lots of juicy editorial and recipes, Great Taste Magazine will delight all your senses.

The editorial features include:

FEATURE L'ENTRÉE CHEF DE CUISINE INDUSTRY TRENDS SUR LE MENU FRONT & BACK OF THE HOUSE OPERATIONS BEVERAGES

THE BIZ: FRONT OF THE HOUSE

Herb Cocktails

by Jillian Stoker



Drinks should be inventive and fun, but most of all they should be tasty! Here are some drinks that feature a new star of the show, HERB!

BASIL SWEET HERBAL BOOCH
Buckwheat or the Best Long Booch
SWEET SPICE
Vegan Apple Liqueur, jalapeño, basil, lemon juice and soda.

- CILANTRO CITRUS: BITING TANGY, ZESTY**
42 Bells, Venice Lagoon
PINEAPPLE CILANTRO CADILLAC MARGARITA
1800 Reposado Tequila, agave nectar, cilantro, pineapple, and a side dust of Grand Marnier
- MINT CHILLING, CRISP, CLEAN, COOL**
Beechwood Restaurant, San Pedro
FROZEN MINT MARGARITA
Patron Silver Tequila, Grand Marnier, citrus de meringue, sweet and sour, fresh mint and lime.
- ROSEMARY PINK FLAVOR, TEALIKE AROMA**
La Grande Orange Café, Pasadena
SWEET LEMONADE
Grey Goose, lemonade and fresh rosemary.
- GINGER SLIGHTLY BITING, HOT NOTE, WOODY**
The Observation Bar in the Queen Mary, Long Beach
GINGERMAN
Absolut Ginger Vodka, Canton Ginger Liqueur, fresh squeezed lemon juice and ginger ale. Garnished with a rosemary sprig.
- SAGE FRAGRANT AROMA, ASTRINGENT BUT**
Kodi owned to be in on the fun, and here are some friendly "backlist" that make list feel even special.
VIRGIN CHERRY FIZZY
Mix or blend together:
- Cherry juice, either fresh or from concentrate
- Ginger
- Add ice and mix or blend to the consistency you desire. Top with a dash of wildflower honey and a fresh cherry.
- FLUZZY FIZZY NIBBLE**
Chestnut-nutlet or blend together:
- Fresh nutlet or fresh peach
- Flavored juice
- A dash of lemon juice
- A dash of granulated fat-free
- Top with a dash of wildflower honey and a fresh nibble of peach.
- WARM FLAVOR**
Six Peak Grill, Inver
CHERRY PEACH CARPENTINA
Leblon, Canton Ginger Liqueur, Peach Schnapps, lemon, sugar and sage.
- TARRAGON SLIGHTLY BITTERSWEET FLAVOR**
French 75, Laguna Beach
SWEET
Absolut infused with vanilla, grapefruit, tarragon, and a splash of grapefruit juice.
- THYME SUBLTIL, SLIGHTLY MINTY**
Tasteful, Long Beach
OCEANO.
Beechwood London Gin, simple syrup, thyme and farm fresh raspberries.
- ELDERFLOWER FLOWERS AND FRUIT AROMA**
SIMILAR TO LECHE AND PEARS
Parker's Lighthouse, Long Beach
DUTTERED HARTON
Grey Goose in Citrus, St. Germain Elderflower Liqueur, white cranberry juice, sweet and sour, basil and mint.
- Melrose Cantina, Fullerton**
ELDERFLOWER PEAR RICKY
Absolut Pear, Elderflower Liqueur and freshly squeezed lime juice.
- SUMMERME TIRAGE SANGRIA**
- Red wine
- Red wine
- Sage or lemon
- Apple juice
- Add red and white or blend to the consistency you prefer. Top with mandarin slices.
- MISTY ORANGE SLEAZER (Serves 8)**
- Pour one cup of orange juice into one side tray and allow to freeze.
- Once frozen, half the cube and place them in a blender with one cup of orange juice.
- Pour the contents into a large pitcher and add the frozen orange juice cubes.
- Mix well until you've completed mixture and are done.
- Add a dash of lime or a slice of orange as a garnish and serve.

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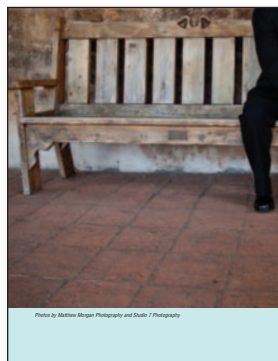


Photo by Matthew Morgan Photography and Studio 7 Photography

WEDDING TREND RUNDOWN

by Kelly O'Quinn

In preparation for this issue, I found myself swimming... well, more dreaming... in a sea of labels, Venues, menus, dresses, rings... the space of information and advice on planning weddings seemed endless. Brides and grooms-to-be have more than enough on their plate when planning a wedding, and the venue choice is arguably the biggest decision they'll make (apart from, you know, deciding to get hitched). Check out some of the latest buzz and catering company on the reception website for the rest of the wedding. Keeping up with current wedding trends is especially important for restaurateurs, as they need to be aware of and prepared for what's to come this wedding season. The more you know ahead of time, the better prepared you'll be when a frazzled bride calls you for quotes, menus, and seating arrangements.

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FEATURE: L'ENTRÉE

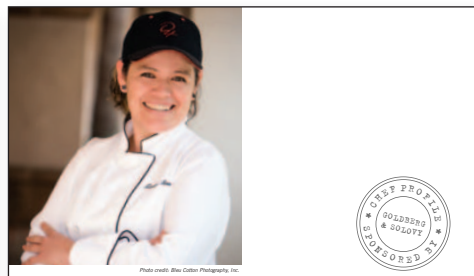


Photo credit: Steve Chien Photography, Inc.

Chef Miriam Ramirez

by Robert Johnson

With help from Deanna French, Director of Public Relations at The Ritz-Carlton, Laguna Beach, we've compiled a list of what to expect in the upcoming 2011 wedding season. The overarching theme for 2011 seems to be more creative, personal wedding. Brides and grooms are looking for ways to set their wedding apart from the cookie-cutter standard we've become accustomed to: expect to see less cake, more dessert bars, and everything personalized, from signature martinis to monogrammed cookies. This year, weddings are all about creativity, meaning the versatile

ENTRÉS
Goodbye chaffing dishes! We can finally put away those room-temperature salads and canisters of gelatin. Couples are stopping it up with their main dinner offerings, making sure each guest receives a hot, delicious meal made specifically for them. Entree stations are very popular, with each station featuring a meat, starch, and vegetable, enabling guests to assemble their entree to their liking. This encourages guests to interact more with each other and ensures that they will be satisfied with their meal. Although entree stations allow for a large amount of freedom, they can be costly and difficult to execute. You'll need to have numerous ingredients and chefs on-hand and be able to quickly prepare each dish. That's not to keep lines moving. If this option isn't very well suited to your business, you can take a page from Sorrento Grille's book and offer a "tasting menu" instead. Tasting menus give you a much narrower idea of which dishes you'll be preparing, so you'll know the exact amount of product to order and prepare. The only drawback to this option would be if there are dietary restrictions within the group, so you may want to have a few alternative options available (there are always those guests who don't inform the bride of their dietary allergy until the day of the wedding... —K.O.)

DESSERTS
Possibly the most iconic feature of a wedding—the cake—is taking a backseat to other sweets. Couples are opting for dessert bars that highlight a selection of treats such as cupcakes, brownies, cheesecake squares, and candy which represent them. They have enjoyed a couple, family recipes, or personal favorites. Desserts are also being served in miniature form as favors for guests to enjoy on the ride home. For some fun dessert ideas, check out the "Trends article" on page 10 and The Baking Rack on page 8.

Couples who are on a tight budget may also opt for a different, instead offering an extended cocktail hour. A wine and cheese reception would offer a delicious, sophisticated alternative. Have a Sommelier available to educate guests about the wine and cheese pairings, either from your restaurant or the winery's local featured. If the bride and groom are looking for a more relaxed atmosphere, a

LIBATIONS
Drinks are really where couples are letting their personalities shine through. Signature cocktails are popular. If the bride loves martinis, the night choices offer a custom martini blend that is a shade that matches the color scheme of the wedding. Taking this concept a bit further, the couple may choose to offer "his and hers" drinks, leaving the groom's favorite libation alongside the bride's. Executive Chef Ryan Adams and Events Coordinator Monica Fick of Sorrento Grille note that couples have been choosing to serve only beer and wine with the addition of the bride's favorite martini and the groom's favorite cocktail. This typically keeps the cost lower than a full open bar and is a fun way to personalize the event, they say.

Couples have also been letting their guests take creative license with their drinks. At the Ritz-Carlton Beach, there has been growing popularity offering vodka and Shiro Mizu martinis with a variety they offer of reusable bottles filled with colored lemon spruce infused guests to design their own martinis. This option may be cheaper for both you and the couple, as it will cut down on the variety of liquors and mixers you need to have on-hand. Fantastic!

Continued on page 16

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Feature yourself or your company with an article written to showcase and highlight what's important to you and your customers.

INSERT PROMO LEAFLETS

These inserts are one of the first items a reader notices. Use it to your advantage.

PRINT ADS

We offer advertising space in various sizes, colors, shapes, and placement.

BUSINESS CLASSIFIEDS

Post your business classified ads in Great Taste Magazine and on great-taste.net for maximum visibility.



EXPOSURE & ADDED VALUE.

WEBSITE BANNER ADS

Connect to the OC culinary world with online ads that can be changed at a moments notice.

SPECIAL EVENT EMAIL BLASTS

Need to publicize a special event you have coming up? Blast it to 11,000 foodies!

EVENT SPONSORSHIPS

Event and Non-profit sponsorships are available.

REPRINTS

Great Taste Magazine provides an opportunity to purchase reprints of articles published in our magazine for your promotional and advertising purposes.

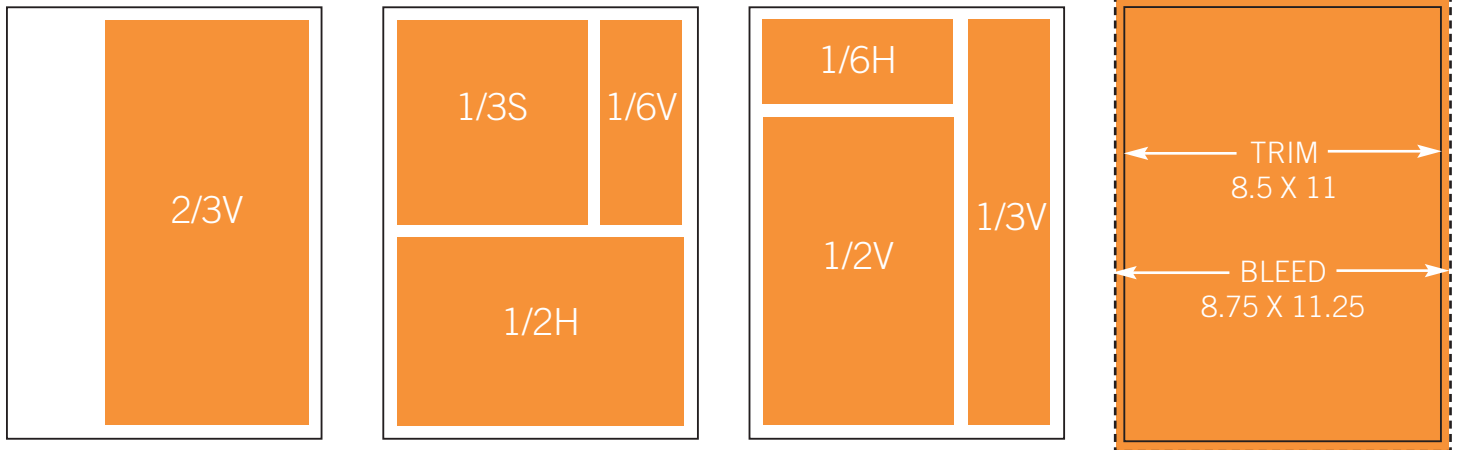
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Sponsorship pages showcase both you and your favorite client. Sometimes it's difficult to find an appropriate means to say thank you to that special client. You will truly be appreciated when you sponsor that client for a profile in Great Taste Magazine. Both of you will garner the recognition you deserve.



PRODUCTION SPECS

AD SIZE	BLEED	TRIM	LIVE AREA
Spread	17¼" x 11¼"	17" x 11"	16½" x 10½"
Full page	8¾" x 11¼"	8½" x 11"	8" x 10½"
2/3 vertical	–	4⅞" x 9⅜"	4⅞" x 9⅜"
1/2 vertical	–	4⅞" x 6⅞"	4⅞" x 6⅞"
1/2 horizontal	–	7½" x 4¾"	7½" x 4¾"
1/3 vertical	–	2⅜" x 9⅜"	2⅜" x 9⅜"
1/3 square	–	4⅞" x 4¾"	4⅞" x 4¾"
1/6 vertical	–	2⅜" x 4¾"	2⅜" x 4¾"
1/6 horizontal	–	4⅞" x 2¼"	4⅞" x 2¼"



MAGAZINE SPECIFICATIONS & REQUIREMENTS

Trim Size: 8½" x 11"

Safety From Trim: ¼"

Bleed: Positioned 1/8" from trim

Trim Crop Marks: Positioned outside bleed area by 1/8"

Binding: Saddle Bound

Advertising must be submitted in electronic format. Mac format accepted. File must be created in either QuarkXpress 6.0 or earlier, Adobe Illustrator or Adobe Photoshop. We accept PDF files, but they must be at least 300 dpi and all fonts must be embedded. Materials cannot be accepted in the following formats: Microsoft Word, Microsoft Publisher, Corel DRAW, Adobe InDesign. All graphics must be 300 DPI, at the size used in the layout and saved as EPS or TIFF files. Four-color files must be in CMYK. Great Taste requires type one PostScript fonts, preferably Adobe, screen and printer fonts must be included. We cannot accept RGB and Indexed colors. TrueType fonts cannot be used. Materials may be submitted on CD or DVD or via e-mail. A high-quality color proof is required with all media. Design service is available for an extra charge.

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GREAT TASTE MAGAZINE



Bill To Company _____
 Address _____
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RATE		
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Website	\$ _____	
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One Time Set Up (\$50 minimum)	\$ _____	
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