

distribution
editorial calendar
rates & guidelines

media kit 2012

what is a foodie?

Foodie: \fū-dē\, noun

a person devoted to refined sensuous enjoyment of good food and drink.

about us

Fort Worth Foodie combines a foodie lifestyle magazine with an interactive website. Our goal is to increase awareness of the continuing culinary explosion in Fort Worth to both residents and visitors alike.



our magazine

Fort Worth Foodie Magazine is a professional full-color publication with a quarterly distribution of 8,000. Complimentary issues are provided at Central Market, local restaurants and wine rooms as well as other select locations that foodies frequent. Each themed magazine includes local culinary interest articles, chef interviews, wine picks, recipes and other creative content.

our website

Fwfoodie.com is an interactive website that includes restaurants reviews, happy hour listings, an event calendar and a forum for information sharing. Visitors to the website can search a user friendly database of restaurants and easily find happy hours by day of the week. Local bars and restaurants are encouraged to take advantage of free placement on our calendar of events and restaurant/happy hour listings.



social media

Fort Worth Foodie currently has more than 5,000 followers on Twitter and Facebook. We interact one-on-one with our Twitter and Facebook followers on a daily basis giving them the latest information on events, happy hours and where we are eating. You can follow us too at www.twitter.com/FortWorthFoodie or search for Fort Worth Foodie on facebook.com.

benefits

What separates **Fort Worth Foodie** from the rest?

- A **full color** magazine printed on glossy stock paper
- A 20-page publication that can easily be read **cover to cover** to ensure **maximum exposure** to content and advertising
- Content and distribution **focused** specifically on **Fort Worth**, so you can be confident that our readers are interested in local businesses
- Professional ads at the **lowest cost** of any major publication in Fort Worth so that you can **spend your ad dollars smarter** and reach **quality consumers**

By doing business with Fort Worth Foodie you are getting **more than ad space**. We want to educate ourselves on your business so that we can help promote and **build relationships** between you and your customers. Fort Worth is full of business owners passionate about their product. Let us help spread the word!

FOODIE FINDS

Coffee Buzz

By Josie Villa-Singleton

A good coffeehouse blends an expertly crafted cup with a robust community. This was a rarity a year ago. Since then, the coffee scene has percolated and now you can find several good coffeehouses throughout Fort Worth. However, these coffeehouses don't serve up just any old cup of joe.

BUON GIORNO
915 Romanow Street



Buon Giorno brings Fort Worth the same friendly and comfortable vibe that made the original Buon Giorno in Singapore an instant hit on the outskirts of Downtown. This convenient spot offers a steady stream of resident, business people, and telecommuters throughout the day. Lately up your expectations in the lounge area or at one of the many tables. Dark wood floors and warm colors give Buon Giorno a rich and welcoming atmosphere that make it a great spot to meet with friends and that's just how owner David Clarke wants it. He sees Buon Giorno as a catalyst for the community and wants it to be a place where people gather and connect.

THE ROAST Owner and Master Roaster David Clarke took to roasting his own beans as a hobby. He was trying to replicate the coffee he had in Italy during the course of his master travels. What began as a hobby developed into something bigger when he opened the original Buon Giorno in Singapore in November 2008. He roasts 3 single origin beans and several blends from all the major coffee producing regions of the world. Over the years he has developed a profile particular to each bean that allows him to easily replicate the roast that bring out the flavor in each bean. This does not mean that he isn't constantly striving to improve speed or equipment with his roasting techniques. Beans are roasted at the Grapevine location and are available for sale at both locations and online.

THE MECHANISM The espresso is made in the Italian style and truly delivers the coffee with its many complex notes. When you sip espresso just from there is the traditional 2 ounce size and the more often, 6 ounce of which from you'll find a wood-burned brick permeated by a creamy white foam or roasts. While pretty, this foam indicates the presence of a rich cream from the espresso blending heavenly with the sweetness of the microfoam. The French Press also presents an opportunity to enjoy all the rich flavors of the beans that have been developed through David's roasting process.

THE SWEETS AND TREATS Buon Giorno makes many of their own sweet-tooths. Choices from several iconic flavors including seasonal flavors like apple cinnamon and pumpkin. For a unique dessert try the Cabinet Pastry with cranberries and almonds. I've never seen this traditional English dessert offered anywhere else in Fort Worth. It's hard to pass up the selection of cinnamon rolls, scones, and Danishes supplied by Main Street Bakery in Grapevine.

AVOCA COFFEE
1311 West Magnolia Avenue



Jimmy Tracy and Gerald Laffan opened Avoca Coffee on March 17, 2011. Since then, this coffee shop has served as a hub of many of the Fort Worth's sustainable community activities. The sustainable lounge area gives you a pleasant spot to enjoy your pressed pot coffee. The left side window support space wouldn't be out of place in Portland or San Francisco but the view is distinctly Fort Worth. A row of built-in bougie-style seating allows for lovely conversations for one but with the friendly atmosphere here don't be surprised when your neighbor joins your conversation. And that's just how it should be, a coffee shop that sparks ideas and discussions.

THE ROAST To top that Avoca roasts all their beans on premises. There's the co-owner and chief roaster Gerald Laffan justifies. There's an art and a studied deliberation to the roasting process at Avoca. For starters Avoca roasts directly with coffee bean growing co-ops and builds relationships directly with such farmers. The beans come from all the great coffee growing regions of the world including Nicaragua, Ethiopia, Guatemala, and increasingly Mexico. Laffan roasts each bean differently to showcase their unique qualities. There's a keen attention when he takes into consideration how the flavors of the bean will blend with milk or cream in the details to be served at Avoca. The beans, available for sale, come packed in charming and eco-friendly Mason jars that can be recycled for other purposes or brought back to refill for a 10% discount.

THE SIGNATURE Last year I spent 3 weeks in Argentina and as an avid coffee drinker I consumed at least 3 coffees a day. I was delighted to find that Avoca serves an exquisite cortado. In Spanish "cortado" means to cut, in this instance a small amount of steamed milk cut into espresso.

In Avoca's version of the cortado you'll taste the sweetness of microfoam which allows for a small burst of steam. The balance of milk to espresso results in a cup that surprisingly needs not one drop of sweetener. In fact, sugar would completely ruin the drink. So sip it, savor it, and I promise by the last drop you'll be won over.

THE SWEETS AND TREATS Avoca carries the whole earthy Double Sweet Cheesecake, based in Oak Creek, that goes nicely with the bold flavors in the espresso. That yogurt in the cinnamon rolls, scones, or scones from Artisan Baking Company that beg to be paired with a cup of Avoca's pressed pot coffee. For a little slice of happiness just order up whatever flavor of cake for Crazy Bakery has shipped up for the day. For breakfast, Avoca generously hosts a food truck in their parking lot for lunch and continental dinner.

(continued on page 25)

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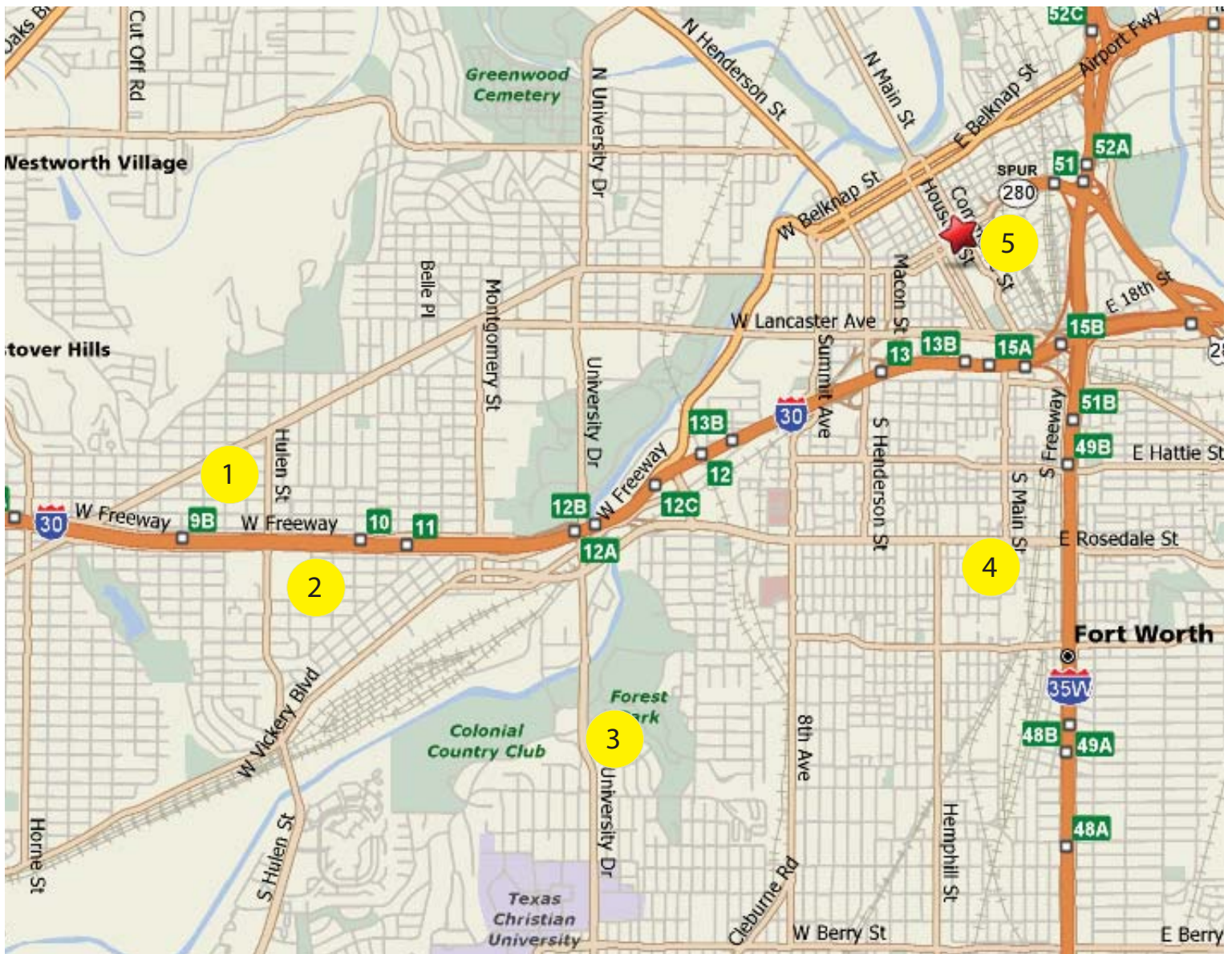
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distribution

Magazine distribution is focused on the areas below as well as many other Fort Worth locations that foodies frequent. 8,000 copies are distributed quarterly.

- 1 Camp Bowie: Tokyo Cafe, The Cup, Culinary School of Fort Worth
- 2 Hillcrest: Central Market Fort Worth, Smoothie King
- 3 University/Forest Park: Put a Cork in It, TCU Library
- 4 Magnolia Avenue: Yucatan Taco Stand, Avoca Coffee
- 5 Downtown: Starbucks, H2, Hotel Concierge at Omni and Worthington

Fort Worth Foodie magazine is also distributed at Whole Foods Arlington.



2012 editorial calendar

Fort Worth Foodie magazine is published quarterly. Each issue focuses on themed content with chef interviews, recipes and the scoop on where to dine.

Issue	Theme	Space Deadline	Material Deadline	Distribution Date
Summer '12	Dog Friendly	May 4	May 11	June 8
Fall '12	Food Trucks	August 3	August 10	September 7
Winter '12	Cowtown Cocktails	November 2	November 9	December 7

Summer 2012: Dog Friendly

Treat yourself and your pet to a treat at these local restaurants that welcome pooches on their patios.

Fall 2012: Food Trucks

Food trucks have been rolling into Fort Worth in a big way. This issue will be a go-to guide of the best that these restaurants-on-wheels have to offer.

Winter 2012: Cowtown Cocktails

The most craved delectable dessert drinks and sugary cocktails in Cowtown will satisfy your sweet tooth.

SPOTLIGHT

Visions of sugarplums are a reality for these bakers who are satisfying Fort Worth's sweet tooth.

sweet dreams

By Catherine Rich



Winter is the season when sweets take center stage. As dinner parties and holiday gatherings, desserts provide the anticipated grand finale. There are four local bakers (two who are established in Fort Worth and two new on the scene) showcase just a sampling of Fort Worth's sweetest finds. Grab an accompanying cup of coffee, glass of wine, or a cold glass of milk and enjoy.

Photography by East Creative Sahar



Minnie Ann Allen kneads the dough and rolls it out for fresh baked bread at Black Rooster Bakery. She hosts her Happy Hour, bake sale, gallery night on Saturday morning, and takes away only with an entire baking stand 10 x 20.

Black Rooster Bakery
 Location: 2400 Forest Park Blvd
 Years in business: 1
 Best-seller: Scones in the morning, pies in the afternoon
 Owner's "must-try" item: Rustic galettes, baked only on Saturday mornings

It's always been one year since Minnie Ann Mann opened Black Rooster Bakery on Forest Park Blvd... just blocks away from her nearby Berkeley neighborhood. She said the response has been "truly wonderful."

"We live right down the street so we see our neighbors in here a lot," Mann said. "We would love to be a place where people could walk, ride their bikes, and stroll their babies. The neighborhood has been so supportive. It's beyond my expectations. We've already had another area and had two full-time people."

Mann, a former real estate agent told Elly Holiday Builders, traveled to California, Italy, and France for several successful "working vacations" with her sons before starting bread-making at the French Culinary Institute in New York. After returning home, she was set on opening her own bakery, primarily focusing on the handmade breads she learned to make in school.

"I studied bread and I was hooked," Mann said. "I've always been a baker but I wanted to know how to make bread. Just a round bread with really layers of fibers."

While her focus of European-style bread are popular (long crust loaves, and rolls accented with nuts, dried fruits, cherries, olives, or herbs) it's Mann's scones, cinnamon rolls, tarts, scones, made pies, and short, period and coffee cakes that draw customers with a Texas-like sweet touch.

"Our best-seller are our scones in the morning. We make three or four dozen early and these around 10 a.m. to 11 make another dozen or so in the afternoon. It's one pie. People love their pie! And you're got your hot pie people and your sweet pie people, and they don't mix," Mann jokingly said.

The pie menu changes daily but offerings include classic favorites like lemon cream, lemon meringue, blueberry pie, pumpkin, and apple. Once a month breads and family of Mann will come on and help bake dozens of pies for Black Rooster's pie "happy hour," which takes place on the last Saturday of each month (although Mann might cancel December's due to the holiday schedule). Beginning at noon, Mann will have morning hot pie on her counter along with samples for tasting. Every single one will sell, she said.

But if she had to recommend just one sweet to try, Mann said it would be her rustic galette, baked only on Saturday mornings.

"They're just so unique and so beautiful and delicious," Mann said. "They're all made and formed by hand. They're so good the next day even. I have it every Sunday."

Stir Crazy Baked Goods
 Location: 106 E. Dagglest Ave.
 Years in business: Opening this winter
 Best-seller: "Adam Bannin," chocolate chip cookie (conventional filled with nutmeg)
 Owner's "must-try" item: Classic carrot cake with cream cheese frosting

We met baker Robbin Witross earlier this year when she began selling her baked sweets from a single table at one local farm share pickup spot, but adorable small children in tow and her husband by her side. The East Texas native began baking cakes after working her mother in the kitchen while growing up. Whether will soon move to her







Minnie Ann Mann is smiling for the camera while holding a round cake at the Stir Crazy Baked Goods. She is the head baker, above right, and owner who is smiling.

rates

Ad Size	1x	2x	4x
Full page*	1200	1100	1000
1/2 page*	800	750	700
1/3 page	550	520	480
1/4 page	425	400	360

*Preferred position is available on half page ads or larger for a 15% premium. Based on availability.

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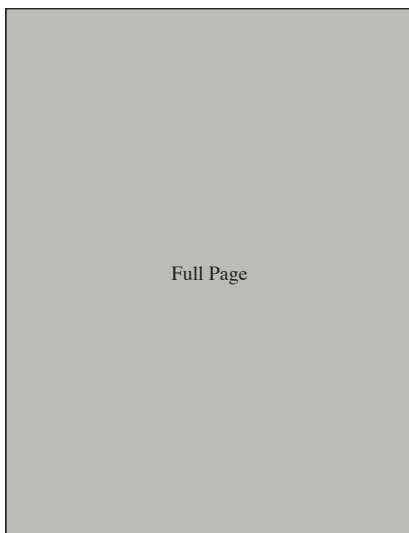
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Shirley Ben-David, Sales Director
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guidelines

Please submit your advertisement in a high resolution PDF or Adobe InDesign file (email, FTP or CD). Publisher has the right to ask for all graphics, typefaces and high resolution scans to ensure the best possible printing. The minimum resolution accepted is 300 ppi (dpi) at 100% size for photographs and 1200 ppi (dpi) for line art scans. All advertising, copy and contracts are subject to the publisher's approval. Ad placements are at the discretion of the publisher. Cancellations or changes are not accepted after deadline dates. The advertisement must be paid in full by the deadline date to be considered for publication.



Ad	Width	Height	Bleed
Full page	8.5	11	0.25
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1/2 page Vertical	3.75	10.25	-
1/2 page Horizontal	7.75	5	-
1/3 page Vertical	3.75	6.75	-
1/3 page Horizontal	7.75	3.25	-
1/3 page Strip	2.5	10.25	-
1/4 page	3.75	5	-

