

ENGAGEMENTS 2019



Food &
Nutrition

Email: FNM_Programs@eatright.org

PUBLISHER: Academy of Nutrition and Dietetics

FREQUENCY: Bi-monthly

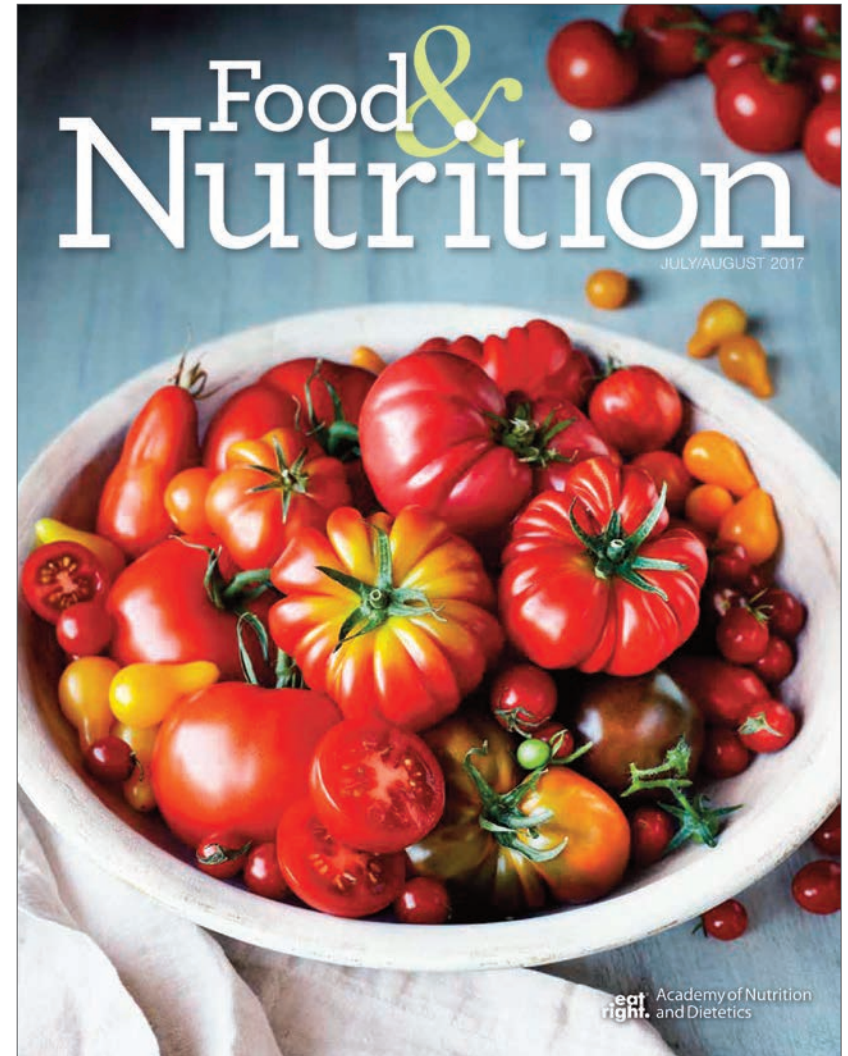
SINCE: 2012

CIRCULATION: 75,000+*

2019 EDITORIAL CALENDAR: Available upon request

TOPICS: *Food & Nutrition* publishes articles on food and diet trends, highlights of nutrition research and resources, updates on public health issues and policy initiatives related to nutrition, and explorations of the cultural and social factors that shape Americans' diets and health—in addition to recipes, recipes and more recipes!

READERS: *Food & Nutrition* readers are nutrition experts who are influencers in consumer food choices and product recommendations; media and communications; retail and supermarket tours; foodservice management and hospitality; clinical dietetics and disease, including diabetes, obesity, renal disease, heart disease, hypertension, autoimmune disease, cancers and chronic illness; integrated nutrition and functional medicine; sports nutrition and performance; public health, community nutrition and corporate wellness; pregnancy, infants and family nutrition; enteral and parenteral nutrition; and food systems and food security.



Food & Nutrition Magazine®'s media package includes print issues, exclusive digital content, a robust social media program, brand engagement opportunities and the Stone Soup guest blog with more than 200 contributors.

Food & Nutrition TEST KITCHEN

You did it again! Inspired by a Mediterranean-style recipe of garlic shrimp, green beans and basil, scores of testers tried Barilla® Ready Pasta as a foundation for their own quick, good-for-you pasta dishes — swapping proteins (scallops, beans and even crawfish) or skipping it altogether for a garden's worth of veggies (from asparagus and broccoli to, yes, zucchini). You also added ingredients such as red pepper flakes, pesto, lemon juice and capers to amp up the flavor.

Congratulations to Madelyn Elizabeth Drumm, RD, LD, winner of the All-Clad Stainless Steel 5-Piece Set of professional-grade cookware *swagstakes* drawing! To see more simple, delicious recipes, visit pastafordinner.com.



Photo submissions (from top row, left to right): Laura Ruffolo, Nicole Allen, Mari Gustin, Kaylee Cook, Amelia Grace Gray, Kelly Bulle and Angela DeSanti.

NEXT RECIPE

Inspire a Plant-Based Appetite with Roasted Walnut and Cauliflower “Meat”

According to a survey conducted by the California Walnut Board, preference for flavor and texture is the top reason people choose meat-centric dishes over plant-based alternatives. The simple solution is to create craveable plant-forward meals that deliver on taste, texture, and health. Walnuts are a key ingredient with a rich source of the omega-3 alpha-linolenic acid (5.5 grams per ounce), mild, nutty flavor, and just the right amount of crunch.

Roasted Walnut and Cauliflower “Meat” combines roasted walnuts, cauliflower, and spices to create a texture and flavor combination appealing to both vegetarians and meat-lovers. Try this mixture as a meat alternative in a variety of dishes, such as tacos, fritatas, salads, pasta, grain bowls, and burgers.

You can also add your own creative twist. Start with roasted walnuts and add different plant-based ingredients such as lentils, beans, and mushrooms, and your favorite spices. The flavor and texture of walnuts adapts well to an assortment of recipes. The possibilities are endless.

How to Participate

1. Make the featured recipe.
2. Submit feedback and photos via FoodandNutrition.org/TestKitchen.
3. Enter by **January 29** for a chance to win a prize!



YOU COULD WIN! Inspire a Tasteless™ To-Go™ Stainless Steel 15-Piece Cookware Set with 15 quart casserole with lid, 1 1/2 quart casserole with lid, 1 1/2 quart casserole with lid, 4 quart stockpot with lid and inner pot, 4 quart inner pot, 12.5 inch non-stick skillet, 12.5 inch non-stick skillet, and 12.5 inch non-stick skillet.

Ingredients:

- 1 small head cauliflower, chopped
- 1 cup California walnut pieces, chopped
- 2 tablespoons olive oil, divided
- 1/2 cup onion, minced
- 2 teaspoons garlic, minced
- 1 medium jalapeno, seeded, minced
- 1/2 cup water
- 1/2 cup tomato paste
- 2 teaspoons chili powder
- 1 teaspoon onion, ground
- 1 teaspoon oregano, dried
- 1/2 teaspoon salt, or to taste

Directions:

1. Preheat oven to 475°F. Coat cauliflower with 1 tablespoon olive oil, place on a baking sheet and roast for 25-30 minutes or until lightly browned.
2. Reduce oven temperature to 350°F and toast walnuts for 5 minutes or until lightly browned. Add to pan with cauliflower. Optional: Cauliflower mixture may be pulsed in a food processor to resemble the texture of ground meat.
3. Heat remaining olive oil in a large skillet over medium-high heat. Add onion and sauté for 5 minutes or until lightly browned. Add garlic and jalapeno and cook for 2 minutes more. Stir in water, tomato paste, chili powder, onion, oregano and salt, cook until mixture is thick and excess water has cooked off. Stir in cauliflower mixture. Make 6 servings.

Visit walnuts.org for other inspiring recipes.

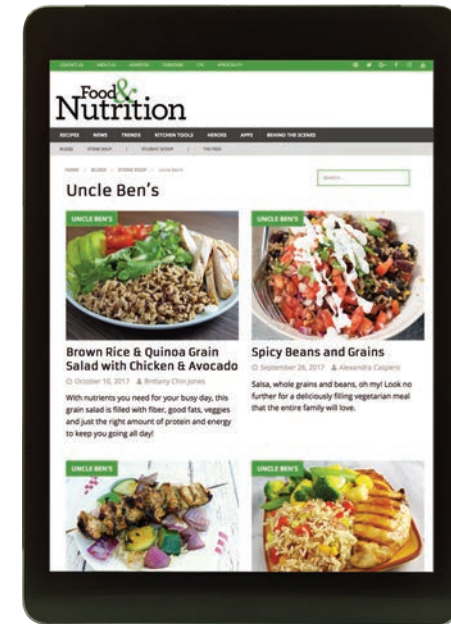


- Type:** Two back-to-back issues of print/digital content, social media promotion, face-to-face engagement
- Link:** www.foodandnutrition.org/testkitchen
- Package:** \$20,000 for featured ingredient, online social wall and follow-up coverage
- Add-ons:** + \$5,000/page for custom professional photography
+ \$5,000 for in-person local test kitchen event with *Food & Nutrition*

Food & Nutrition Magazine®'s Test Kitchen brings a featured ingredient into the homes of readers through a community cook-off! An ingredient is highlighted in a print issue of *Food & Nutrition* and readers submit input, testing notes and photos via foodandnutrition.org. Participation is incentivized through a sweet raffle prize, and results are posted to an online #FNTestKitchen social sharing wall with a selection published in the next print issue of the magazine! Brands and food boards with smaller budgets are welcome to “buddy up” and co-sponsor a *Food & Nutrition* Test Kitchen. This program can also accommodate a recipe contest format!



Food & Nutrition Recipe Roundup



- Type:** Print and digital content plus social media engagement
- Link:** www.foodandnutrition.org/recipe-roundup
- Premier Package:** \$20,000 for 15 recipes shared digitally
- Supreme Package:** \$30,000 for 20 recipes shared digitally + up to 3 in a print issue + \$5,000 for in-person local test kitchen event with *Food & Nutrition*

Food & Nutrition Magazine®'s Recipe Roundup connects ingredient-focused foods and brands with influencers to showcase ingredients through delicious, health-focused recipes in print issues and digitally via our Stone Soup guest blog and social media profiles. Our recipe developers are registered dietitian nutritionists who are trained in *Food & Nutrition's* guidelines and focused on delicious, healthful recipes. You can browse profiles for the best fit for project goals and recipe parameters, and choose from two packages to develop and disseminate recipes and photos. Brands with smaller budgets are welcome to "buddy up" and co-sponsor a Recipe Roundup!



Industry Mailings

Type: Direct marketing and product sampling

Rate: Varies; please inquire

Food & Nutrition Magazine® offers two types of industry mailings: An **exclusive mailing** in which a single sponsor may send samples, swag and marketing collateral to media dietitians who opt in to receive and/or review products, and a **Food & Nutrition Medley Mailing** that includes product samples/materials from multiple manufacturers. Both options include digital promotion via social media. This program may be scaled to accommodate budgets.



Event Promotion and Co-hosting

Type: Face-to-face and/or follow-up engagement

Rate: Varies; please inquire

We here at *Food & Nutrition Magazine*® love a rendez-vous, and we can help promote your events, too! Whether it's a networking meeting, cocktail or dinner party, culinary training or farm or factory tour, *Food & Nutrition* can help support your success through invitations, social media, sponsored content and other activities. This program is highly

Don't see what you're looking for? *Food & Nutrition's* publisher, the Academy of Nutrition and Dietetics, offers a number of opportunities for connecting with nutrition and dietetics professionals. Email the Corporate Relations Team (Daun Longshore at DLongshore@eatright.org) to request more information.