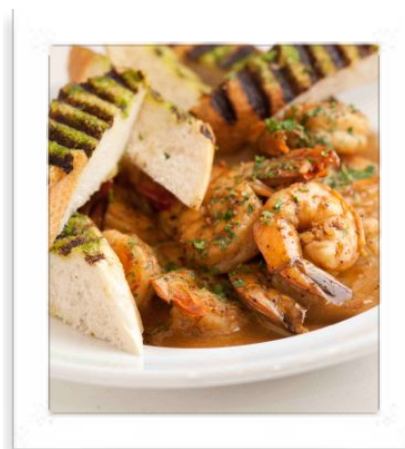


[Kitchen and Culture]

Where Regional Cuisine and Heritage Converge



Who We Are and What We Do For Clients

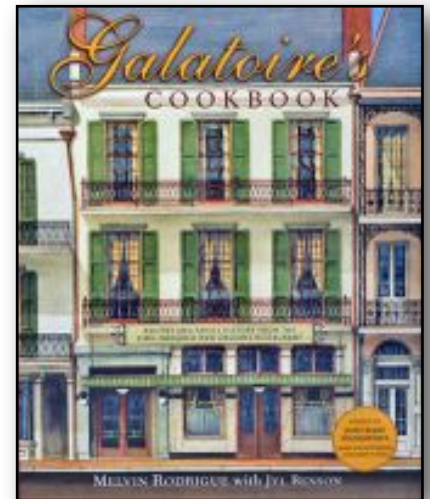


WHAT WE CAN DO

Kitchen and Culture works hard to extend clients into additional markets and obtain exposure and coverage for our clients.

Tier 1:

- Develop and execute comprehensive marketing, public relations, branding, and social media plans
- Identify and develop strategic relationships for you with key partners in your field and industry
- Plan, execute, and promote your event, including sponsorship solicitation if needed
- Publication-quality recipe development, testing, and formatting
- Cookbook research, editing, and writing
- Custom publishing: generate and edit content for print, email newsletter, websites, brochures, sales and marketing plans, annual reports for board members and shareholders, case studies, etc.
- Execute recipe contests and cooking competitions
- Develop recipes using your ingredient and/or product



Tier 2:

- Handle crisis management for personalities, products, institutions
- Provide search engine optimization and keyword analysis for your website
- Provide media training for chefs and other personalities representing you in public
- Public appearances and speaking on your behalf, as needed
- Organize and execute culinary, hospitality, and/or travel and tourism oriented media familiarization tours
- Manage professional photo shoots and food styling
- Provide customized cooking demonstrations
- Facilitate relationships between chefs and the James Beard Foundation
- Produce video of cooking demonstrations
- We have on call professional writers, photographers, food stylists, videographers, editors



WHO WE'VE WORKED WITH

Kitchen and Culture leverages relationships with strategic partners in order to extend them into additional markets. Here are some companies we've worked with:

- Apple Computer
- Beaulieu Vineyards
- Cafe Reconcile
- Chef John Besh
- Chef John Folse & Company
- Chef Paul Prudhomme
- Crescent City Farmer's Markets
- Dorling Kindersley
- Fodor's Travel
- Galatoire's
- Gayot/Gault Milaut
- *iMac Buyer's Guide*
- Insight Travel Guides
- International Data Group
- James Beard Foundation
- Keating Magee
- Lodge Manufacturing
- *Louisiana Cookin'* magazine
- Louisiana Department of Agriculture
- Louisiana Department of Culture, Recreation, and Tourism
- Louisiana Hospitality Foundation
- Louisiana Restaurant Association
- Louisiana Seafood Promotion and Marketing Board
- Louisiana Sweet Potato Commission
- Louisiana Travel PAC
- Louisiana Travel Promotion Association
- louisianacookin.com
- *Low Carb Living* magazine
- *MacHome Journal*
- Macintosh Entertainment Software Alliance
- MarketUmbrella.org
- M.C. Media
- Morgan + Company
- N.O. Brew
- New Orleans Bar Association
- New Orleans Convention and Visitors Bureau
- New Orleans Home and Garden Show
- New Orleans Interior Design Show
- New Orleans Tourism Marketing Corporation
- New Orleans Wine and Food Experience
- *New York Times*
- NFL Experience
- Phoenix Recycling
- Rouses
- *The Times Picayune*
- *Time* magazine
- Time Out Guides
- *US Airways* magazine
- Zehnder Communications



LOUISIANA
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COMPANY

Kitchen and Culture is a culinary-oriented new media business venture based in New Orleans. The two partners, Susan Ford and Jyl Benson, have more than 40 combined years of magazine, cookbook, and electronic publishing as well as culinary marketing experience.

Kitchen and Culture has a culinary-oriented website that attracts thousands of visitors each month. Jyl and Susan blog on a regular basis, and invite guest bloggers to participate. The website contains more than 600 recipes, many with photographs.

Kitchen and Culture has produced three successful cooking demonstration stages at the New Orleans Home & Garden and Interior Designs shows and has plans to replicate that to various food and home shows throughout the United States. The March 2011 stage was sponsored by the Louisiana Seafood Promotion and Marketing Board, the Louisiana Travel Promotion Association, Viking, Lodge Manufacturing, Wusthof, All-Clad, Kitchen Aid, and other national brands. Please visit kitchenandculture.com to view the library of video cooking demonstrations from the March 2011 Home & Garden Show.

Visit louisiana.kitchenandculture.com to view video of the cooking demonstrations.

BACKGROUND AND EXPERIENCE

Jyl Benson: Jyl has over 20 year experience as a publicist specializing in culinary and hospitality interests, and as a journalist, editor, and writer with a concentration on southern American culture and heritage.

- Numerous public relations/marketing clients, most notably Galatoire's Restaurant, Bell Foods, The Fairmont Hotel, House on Bayou Road & Restaurant Indigo, New Orleans Wine & Food Experience (NOWFE), Beaulieu Vineyards of North America, International House Hotel, New Orleans Metropolitan Convention & Visitors Bureau, Taylor Energy, and ekistics
- Author of several books, including *Galatoire's Cookbook: Recipes & Family History from the Time-Honored New Orleans Restaurant* (Random House 2005), which was recognized as one of the top cookbooks of 2005 by Food and Wine magazine
- Has written and reported for many news organizations including *The Times Picayune*, the *New York Times*, and *Time* magazine



- As editor in chief of *Louisiana Cookin'* magazine improvements made to the quality of the editorial product resulted in the annual subscription renewal rate increasing from 43% to 65% in 24 months

Susan Ford: Susan has twenty years of magazine and electronic publishing management on titles with readership ranging from 20,000 to 350,000. Most recently, she tripled *Louisiana Cookin'* magazine's annual cash flow, doubled its paid readership, and launched its electronic media business.



She took over production of *Louisiana Cookin'*s annual Chefs to Watch awards dinner, growing it from a small event capable of seating 90 people and netting \$2,500 to one seating 420 people and netting \$50,000 for charities.

She currently serves as a board member of the Louisiana Travel PAC, has a seat on the Membership Committee for the Louisiana Travel Promotion Association, and served a one-year appointment as an associate board member of that same organization from July 2010 through June 2011.

Susan was awarded the 2010 Victor Profis Memorial Travel Media Award by LTPA for being the most influential person driving travel and tourism to and within Louisiana.

Jyl and Susan co-produce cooking demonstration stages featuring a wide variety of chefs for clients such as the Louisiana Seafood Promotion and Marketing Board and the Louisiana Travel Promotion Association.

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