



Press Briefing Aid

AN INTRODUCTION TO FOOD RADIO - A NEW INTEGRATED MULTI-MEDIA BROADCAST AND INTERNET CHANNEL

Food radio is a new concept. It is one which, for the first time, integrates the power of the web with the immediacy of radio and the fascination of food. The topic - food in all its aspects - is not only of universal interest, but represents the biggest market in the UK, an area where interest in sourcing, quality and innovation is at an all time high. Interest in food issues has grown enormously in recent years. From books to television it pervades our life daily. Until now, there has not been a single radio or audio service devoted to this enormously popular subject. Food Radio intends to be the premier, interactive stop for everyone interested in food as a lifestyle rather than food just as fuel.

Food Radio is an integrated web portal and audio programming channel, which will go live and make its first radio broadcast on 20 May 2007 on the Classic Gold Network and on Oneworld Radio.

Food Radio is an original concept for commercial radio. Food Radio does not have a single competitor in an area that spends almost £700m a year on advertising, excluding that spent on drink, health, diets and other related areas. It will also provide a profitable and legitimate umbrella for popular topics, which do not merit their own radio service but still have enormous advertising revenue potential, such as gardens, books, pets and kitchen equipment.

It will be championing quality local food suppliers, seasonality, the organic message, carbon footprints, Food Miles, sustainability, fair trade and food provenance – all key issues and of importance to anyone who cares about what they, or their family, eat. The first podcast deals with the issue of Food Miles. Food Radio owns the Food Miles web domains.

It delivers a truly interactive radio service with a web portal that will allow the listener and the online visitor to participate in real time, as well as giving advertisers and promoters the

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opportunity to back up their airtime exposure with micro sites, videos and downloads. It must be stressed that Food Radio is not a recipe channel – though it will feature recipes.

Programming content will range from healthy eating and diets, through to food news, ethical issues, food producers and personalities, comparative reviews and what's happening in the world of farmers' local markets, supermarkets, local delicatessen and specialist food retailers. Emphasis will be placed on audience participation.

The radio service and web portal will be totally integrated, providing the opportunity to achieve the media buyer's dream of a realistic classified section.

This is where Food Radio can outperform other commercial services. Food and drink horizons are endless, with the portal acting as a trading space in its own right.

Although Food Radio will be predominately concerned with food it will also carry music, features about major food-related political and news stories (such as avian flu, school dinners, and allergies).

Within such a high-spending industry, the potential for such a multi-media channel is enormous. In addition to mainstream advertisers who will be targeted, there are hundreds of small suppliers who do not wish to or are finding it difficult breaking into supermarket distribution. Here they will achieve both extensive listing facilities and direct sales of product at a retail margin.

The portal will be updated daily by a team of professional online editors, carefully selected to offer a broad spectrum of experience (see later). The portal will also provide research opportunities and a strong marketing opportunity for small suppliers who are often squeezed by larger companies. (see later for list of portal contents).

AN EXPERT TEAM

Sir Rodney Walker (Chairman of the Board)

Sir Rodney has served on the boards of Radio Aire, Piccadilly Radio and EMAP Radio. He has extensive experience as executive and non-executive chairman and director of a variety of major companies (including Spice Holdings Plc, Goals Soccer Centres Plc and SMC Group Plc.) and sports bodies and government agencies, including The UK Sports Council and The Rugby league.

Michael Bukht (Editorial Director)

Michael has the unrivalled record of having launched two of the UK's major radio brands: Capital and Classic FM. He has also successfully launched some 20 further stations around the world. Apart from his credentials in programme management, he is known to a wider public as the culinary expert Michael Barry. Michael was a lead presenter of the long running 'Food and Drink' series on BBC 2.

A founder (and for 12 years chairman) of Kentish Fare, the Kent local food producers' co-operative (now Produced in Kent) he was an early supporter of organic growing. He is an honorary member of Garden Organic, the working name of the Henry Doubleday Research Association (HDRA). A registered charity, and Europe's largest organic membership organisation, it is dedicated to researching and promoting organic gardening, farming and food.

Robin Ford (CEO)

Robin is an experienced business manager with an extensive track record in marketing, sponsorship, sales promotion and event management consultancy. He has been involved in several successful start-ups, including marketing agencies and a telecoms infrastructure company.

Sami Shaaya (Founding Director)

Sami has spent his life in the advertising and film industries, including scriptwriting for major films and TV series. He worked in the USA for film distribution companies, before returning to Europe to develop films for the home and international markets.

Nick Mustoe (Non- executive Director)

Nick has spent 24 years in the advertising industry in the UK. With Frank Lowe, he looked after major accounts such as Hanson industries, Imperial Tobacco and Melody FM. In 1993, he founded the London based agency: Mustoes, now a leading UK independent creative agency, with clients such as Danone, Coca Cola, Kia and Lloyds Pharmacy. Mustoes is now jointly owned with Hakuhodo, the 7th largest communications group worldwide.

Mike Taylor (Portal Operations Director)

Mike has extensive hands-on IT experience in building and operating systems for a wide variety of clients, including banks, retailers and local government. He created and sold his own successful software company.

Gary Johnson (Sales Director)

Gary has in depth experience of media sales and marketing management. Following roles at IPC Press, LBC and Melody FM, he was group sales and marketing director for IMD (digital audio and video distribution), which gained a market listing in 2003. He is also director of UP Solutions, a media services company.

Clive Dickens - Absolute Radio (Programme & Operations Director)

A founding member of Absolute Radio, Clive consults to stations in Europe, Asia and the USA.

Once named fourth most influential person in the UK radio and music industry by the Sunday Times, Clive was Group Head of Programmes at Capital Radio (now GCAP Media plc). He oversaw the integration of all FM acquisitions including BRMB - Birmingham, Southern Radio, Red Dragon and XFM-London. Prior to Capital he was at Chiltern Radio plc, where he rose from being the youngest head of music in UK radio to network controller of seven market leading local stations.

Phil Critchlow (Production Director)

Responsible for some of the highest profile content across the majority of genres and platforms in radio, Phil was a studio manager at the BBC and producer at the World Service before joining the Radio 5 launch team. He moved to Unique where he rose to director of programmes. In 12 years, he developed many millions of pounds of independent production with thousands of hours of output across BBC and commercial radio. His team developed output for all BBC terrestrial and digital networks, as well as leading major networked projects on commercial radio, including The Pepsi Chart, which grew by almost two million listeners under his direction. Last year Phil left Unique to launch TBI Media, producing audio based content for a range of clients including BBC network radio. As well as other industry work, he has been a regular Sony Radio Awards judge.

Adrian Robinson (Director)

Adrian is a founding member and finance director of Absolute Radio, which owns CapitalFM1079 and Jack FM in Oxfordshire. It also has a thriving international radio consulting practice.

He is a Chartered Accountant who, prior to setting up Absolute Radio, spent 15 years with KPMG as a partner specialising in the communications and entertainment sectors.

Deborah Cowan (Production)

Deborah started her career in radio with Unique Broadcasting then moved into television, working on This Is Your Life for the BBC, and Today With Des and Mel for ITV1. A senior producer on Good Food Live for UKTV Food, her subsequent freelance career includes projects for Channel 4, The ITV London Restaurant Awards and a cooking series for the US Food Network.

Deborah rejoined the BBC as a producer for BBC Classical Music Television, and BBC4 television, producing programmes that included the BBC Proms.

Laura Parfitt (Production)

Laura owns production company White Pebble Media, specialising in documentaries and audio production. She was a judge in the 2007 Sony Awards.

Previously, she was at the BBC for 12 years producing across all Networks – particularly Radio 4 documentaries and programmes such as Desert Island Discs, Loose Ends, live outside broadcasts and youth documentaries for Radio 1. After the BBC she became deputy managing director of production at Unique, building a team of speech radio programme makers. Laura has 4 Sony awards (3 gold) for Best Specialist Music Programme, News Programme of the Year, Best Feature and Best Speech Programme.

CONTRIBUTORS AND PRESENTERS

Food Radio has already signed a number of keynote contributors. They include:

Katie Derham (Presenter)

Katie Derham is an ITV Newscaster. She co-presents the ITV Lunchtime News and London Tonight with Alastair Stewart. She started her career in radio as a business journalist at the BBC, before moving to ITV News as media and arts editor. She has presented a weekly show on Classic FM for 5 years, writes for Classic FM magazine, and presented the Classical Brit awards at the Royal Albert Hall for four years. She's also hosted a talk show on LBC.

Allegra McEvedy (Presenter)

Allegra has worked at Green's, The Belvedere, The Groucho Club and The River Café. She gained a special visa to the US as 'an alien with extraordinary ability in the culinary arts' and worked at Robert de Niro's New York restaurant Tribeca Grill. She is a founding partner of Leon, a healthy fast-food restaurant concept that won Best New Restaurant in the 2005 Observer food awards. She has a weekly column in the Evening Standard's ES Magazine

and monthly columns in Elle, Living etc and Image. She has contributed to GQ, Tesco Magazine, The Guardian and Good Housekeeping.

Nigel Williams (Presenter)

Nigel has been a broadcaster since his student days. He has presented programmes for many of the nation's top radio stations including Virgin, Heart, Magic and the BBC.

His passion for food extends back to childhood and it was a chance opportunity at one radio station that interested Nigel in fine dining. He was asked to be a restaurant critic and present a cooking demonstration at a London food show. Since then Nigel has been honing his cooking skills, including creating a menu for Michael Winner to review at his home in front of TV cameras.

Dr Sarah Schenker (Contributor)

Sarah is one of the most high profile and influential nutritionists in the UK, quoted in every daily national newspaper on diet and health issues, appearing regularly on TV and radio, and writing for magazines, newspapers and journals.

She is a qualified Accredited Sports Dietician, a consultant to Norwich City Football Club and Delia Smith, a qualified State Registered Dietician, Accredited Sports Dietician and Registered Public Health Nutritionist. Sarah is a member of the British Dietetic Association; The Nutrition Society; The Guild of Health Writers and has served on both professional and government committees.

Jilly Goolden (Contributor)

Jilly Goolden presented television's top rated food and drink series, Food & Drink, for nearly two decades, becoming nationally famous as the most widely-known wine expert in the country. She started as a journalist, and as well as writing about wine, she has written about a wide range of general features. Jilly also appeared on innumerable television programmes across all channels featuring both as a wine expert and as a personality. She is currently a regular on ITV's Saturday Cooks and Daily Cooks as their wine and beer expert.

Faith Warn (Contributor)

Faith Warn has won gold medals for Chelsea Show gardens, broadcast for Capital, Radio 4 and Classic FM, given lectures and talks and is author of several books. Her recent life on a Greek island has given her a passion for growing and eating vegetables and fruit and living in harmony with the seasons and nature.

WEBMASTERS

Jill Brand MPhil, FICSc

Jill is a home economist with over 20 years of experience in product design, consumer issues and teaching.

She holds qualifications in home economics, teaching, consumer sciences, chemistry, and food hygiene. She has written several recipe books including Cakes and Biscuits: Best Kept Secrets of the Women's Institute and regularly writes for magazines and contributes to radio programmes.

Andy Lynes

Specialising in food, drink and travel writing; Andy is a regular contributor to BBC's olive magazine and the Independent on Sunday Compact Traveller supplement. He has also been a guest restaurant critic for The Guardian and Metro (London edition) and contributor to the Square Meal restaurant guide. Author of several Caterer and Hotelkeeper cover features he has also contributed to Waitrose Food Illustrated, Independent on Sunday Review magazine, Restaurant magazine, Food Arts, History Today and Scarlet magazine.

He has served on the committee of the Guild of Food Writers and edited the Guild's magazine Savour. Andy is currently writing Britain's Finest Restaurants for Tomorrow's Guides Ltd.

Zelie Hilton

Zelie ran Le Lion restaurant in Hammersmith, followed by Kett's delicatessen in South Kensington. She had a long association with Vivian's in Richmond, an award-winning food specialist, and has worked both in retail and wholesale, sourcing artisan foods from England, Ireland and France.

She founded a catering company, Eat Me Drink Me, with Reza Mahammad of Star of India.

THE PORTAL

www.foodradio.com

The aim is for the portal to become a leading reference point for anything food and drink related. Food Radio has a unique agreement with Food from Britain to share its database and work together to promote British food and events. Updated on a daily basis, the portal will ultimately include:

- Facilities for listening online to Food Radio
- Food Miles (the Food Miles domains are now officially part of Food Radio)
- Food related news items and discussions
- Recipes, with full glossary and photography
- Allergy information
- Nutritional values
- Purchasing information – local suppliers' details
- Special offers
- Editorial competitions and promotions
- Book reviews
- Podcasts and vodcasts
- A UK-wide food diary, listing food events, TV and radio programmes (not just Food Radio), seasonal dates (game seasons for example)
- Bunwash – Food Radio's unique interactive blog
- A research tool to canvas opinion on food issues
- A food forum
- Facilities for visitors to submit their own recipes

Editorial contacts for photography and more information:

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