



News Release

LIVE TO EAT, WITH FOOD RADIO

18 May 2007 - Calling all foodies! Do you live to eat or eat to live? If it's definitely the former, then new, Food Radio is just for you. With names such as Michael Bukht (aka Michael Barry), Katie Derham (ITN and Classic FM), Jilly Goolden (BBC's Food & Drink programme), Dr Sarah Schenker and chef/restaurateur Allegra McEvedy on the list of contributors, you know that it is serious about food, drink and diet.

Food Radio is an integrated portal, pod casting and radio programming channel. Initially it will be broadcast on, among other stations, the Classic Gold Network on Sunday afternoons between 2 and 4 p.m and on Oneword Radio. However as well as being able to listen live through the website www.foodradio.com you can also listen again and download in depth podcasts and vodcasts of the key interviews.

Food Radio will be championing quality local food suppliers, seasonality, the organic message, reduced carbon footprints, Food Miles, sustainability and food provenance – all key issues and of importance to anyone who cares about what they, or their family, eat. "Food is in the news, one way or another, most days and we are all becoming far more aware of the importance of good provenance. We aren't going to be evangelical about these issues," says Katie Derham, "but it is becoming an increasingly important factor in most people's shopping preferences and indeed their whole lifestyle."

It has an unrivalled database through its partnerships with Food from Britain and Country Markets to list over 3,000 regional food producers and 450 retail outlets respectively. There is a further partnership with Square Meal which has augmented the site's own restaurant listings and "guide of guides" and there is a facility for online restaurant reservations.

The portal is updated daily with the latest food news, issues and information and there are

www.foodradio.com

thousands of recipes available, fully 'glossarised' together with food values.

Radio programming 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 delicatessens and specialist food retailers.

www.foodradio.com aims to be the first port of call for all things food-related, and in time will be developed to include online shopping and much more. "There are many opening promotions with founder commercial partners – so watch this space, or rather 'log on here' for further information!" adds Michael Bukht.

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