

edible

EVENTS

It's who you want to reach—half a million very special people.

UNIQUELY POSITIONED

Trusted by both food and drink enthusiasts AND the trade, buyers up and down the food chain use *Edible* to source new products and ideas.

THEY WANT YOU

89% would pay more for a product that is local, organic, humanely raised, sustainably made or has a story behind it.

SETTING TRENDS

We chronicle and celebrate local food and drink culture from Manhattan to Montauk—an area of the country known for setting nationwide trends.

WHY DO OUR EVENTS WORK?

Take it from our attendees:

- 96% say they purchase wine, beer or spirits they try at the event.
- 99% say they visit a restaurant or seek out a food product present at the event.
- 95% say they recommend these products to friends and family after the event.
- 98% would come to another *Edible* event.

This live space engagement is reinforced by how readers use the magazine:

- 85% keep their issues for 3 months or more.
- 70% read *Edible* to source new restaurants and products.
- 83% have purchased a product or visited an establishment as a result of reading *Edible*.

[Based on June 2014 survey of
20,000 *Edible* readers.]

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EVENTS

WHO THEY ARE

54% are women, 46% are men

Average HHI is \$185,000

63% of our readers are between 25-40 years old

Median reader age is 34

92% are college graduates

81% are professionals, educators, chefs/restaurateurs

THEIR HABITS

52% enjoy beer, wine or another drink nightly

50% dine out or order more than 4 nights per week

25% entertain in their home at least once a week

92% cook at home

58% consider themselves “skilled” cooks

24% consider themselves “advanced” cooks





edible EVENTS

**VARIETY
OF CUSTOM
AND PROVEN
LONG-STANDING EVENTS**

Edible offers a full array of custom events to meet individual needs. *Edible* also produces our own house series of events. Over the past decade these have grown a well-established audience of food and drink enthusiasts.



CUSTOM EVENTS

WHAT IT ENTAILS

Edible creates completely customized activations tailored to your goals. These events capitalize on *Edible's* credibility and influential audience and are reinforced by all of *Edible's* event, print, digital and social platforms. *Edible* editors will work with you to create unique content in our distinct voice to insure it resonates with our audience. See some examples of past custom events on following pages.



CUSTOM EVENTS



CASE STUDY #1

- Goal/Challenge: Bring new, engaged, targeted customers to your establishment.

—**Brewery Series:** Monthly events that bring *Edible* readers to the brewery. Such as how-to food demos, themed meals, seasonal tastings, business building.

EXAMPLES
HERE!

- How to Demo:
How to Prepare a Nordic Feast

- Business Focused:
Sell It Like It Is



CUSTOM EVENTS

CASE STUDY #2

- Goal/Challenge: Create multiple tasting experiences for leading chefs and culinary professionals from around the country.

EXAMPLE
HERE!

— **Chef's Collaborative:** Hosting two events during the 2016 annual summit that included; an opening night party welcoming guests to NYC with a “Taste of the Boroughs” themed culinary experience highlighting some of the best chefs and cuisines in the area, and an off-site dinner for all summit attendees that featured a variety of fish from the northeast region prepared in a number of ways by select chefs from around the country participating in the summit.



CUSTOM EVENTS

CASE STUDY #3

- Goal/Challenge: Create bartender brand ambassadors and raise brand awareness from Manhattan to Montauk.

EXAMPLE
HERE!

—**Cocktail Contest:** Bartenders create unique drinks using your brand, and fans rate cocktails on premise and custom digital platforms. Highest rated cocktails compete in a live final round event in front of celebrity judges.





CUSTOM EVENTS

CASE STUDY #4

- Goal/Challenge: New product launch in NYC: Spiced apple. Drive awareness with local bartenders. Make a connection with local spirits.

EXAMPLE
HERE!

— **Spiced Apple Series:** At the time, Rekorderlig itself was relatively new to the NYC market. With multiple goals of launching a new product, spiced apple, engaging and driving awareness with local bartenders, and building a relationship a local spirit, *Edible* created an experience not only hitting these goals, but surpassing them. The event, with theme #HotOrCold, invited four top local mixologists to create both hot and cold cocktails using Spiced Apple, as well as Brooklyn native spirit, Owney's rum. The event actually took place in the distillery itself and the attendees were a mix of local bartenders/mixologists and spirit enthusiasts from the area.

Custom digital coverage and social engagement extended the life of the event outside of the distillery walls.





CUSTOM EVENTS

CASE STUDY #5

- Goal/Challenge: Establish brand awareness and loyalty with trade professionals

EXAMPLE
HERE!

—**Bartender Symposium:** With the focus of bringing cocktails to the dinner table, *Edible* and Woodford Reserve hosted 100 of NY's best bartenders for a night of tasting, conversation and pairing at the Culinary Institute of America. In the weeks before the symposium, *Edible* and Woodford Reserve hosted 3 tasting dinners for a dozen bartenders each at NYC restaurants. These events were then reinforced with a robust, content driven, print, digital and social campaign.

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EVENTS

CALENDAR OF EVENTS 2017

WINTER

MARCH



**GOOD
SPIRITS**

MANHATTAN

SPRING

MAY



**BROOKLYN
UNCORKED**

BROOKLYN

JULY



**GOOD
BEER**

MANHATTAN

SUMMER

AUGUST



**FOOD TRUCK
DERBY**

BRIDGEHAMPTON

OCTOBER



**EDIBLE
ESCAPE**

MANHATTAN

FALL

NOVEMBER



**FOOD
LOVES TECH**

MANHATTAN

edible
EVENTS

8TH
ANNUAL

GOOD SPIRITS MANHATTAN

MARCH

2
2017



A night of outrageous cocktails, spot-on food pairings
and more booze than you can shake a muddling stick at.

AT THIS WALK-AROUND TASTING FOR 500 OF THE CITY'S MOST INTERESTED AND INFLUENTIAL COCKTAIL ENTHUSIASTS, DISTILLERS AND NEW YORK RESTAURANTS COME TOGETHER TO CREATE DISTINCT COCKTAIL AND FOOD PAIRING EXPERIENCES. OUR UNIQUE AUDIENCE OF CONSUMERS, BUYERS AND MEDIA WILL GIVE YOU THE OPPORTUNITY TO REACH THE ENTIRE DRINK CHAIN ON ONE UNFORGETTABLE NIGHT.

THE LOCATION

Pier A,
Manhattan

WHO'S INVOLVED

20 local distillers and
20 restaurants serve
outrageous cocktails
with spot-on food
pairings.

ATTENDANCE

500
at \$70/ticket

edible
EVENTS

11TH
ANNUAL

BROOKLYN UNCORKED

MAY
31
2017



AT THIS WALK-AROUND TASTING FOR 500 OF THE CITY'S MOST INTERESTED AND INFLUENTIAL WINE ENTHUSIASTS, NEW YORK WINES AND NEW YORK RESTAURANTS COME TOGETHER TO CREATE DISTINCT WINE AND FOOD PAIRING EXPERIENCES. OUR UNIQUE AUDIENCE OF CONSUMERS, BUYERS AND MEDIA WILL GIVE YOU THE OPPORTUNITY TO REACH THE ENTIRE DRINK CHAIN ON ONE UNFORGETTABLE NIGHT. 2017 WILL BE THE FIRST YEAR THAT WE OPEN UP TO WINES FROM OUTSIDE OF NEW YORK!

THE LOCATION

Industry City,
Brooklyn

WHO'S INVOLVED

45 winemakers and
20 restaurants pour
local wines, paired
with local eats.

ATTENDANCE

400
at \$75/ticket

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EVENTS

8TH
ANNUAL

GOOD BEER

NYC'S ULTIMATE BEER & FOOD PAIRING EVENT

JULY
20
2017



AT THIS WALK-AROUND TASTING FOR 600 OF THE CITY'S MOST INTERESTED AND INFLUENTIAL BEER ENTHUSIASTS, CRAFT BEER AND NEW YORK RESTAURANTS COME TOGETHER TO CREATE DISTINCT BEER AND FOOD PAIRING EXPERIENCES. OUR UNIQUE AUDIENCE OF CONSUMERS, BUYERS AND MEDIA WILL GIVE YOU THE OPPORTUNITY TO REACH THE ENTIRE DRINK CHAIN ON ONE UNFORGETTABLE NIGHT.

THE LOCATION

28 Liberty,
Manhattan

WHO'S INVOLVED

35 local brewers and
35 restaurants and food
makers serve up beer
and beer-inspired
fare

ATTENDANCE

600
at \$75/ticket

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EVENTS

6TH
ANNUAL

FOOD TRUCK DERBY

A caravan of New York City and Long Island food trucks park amidst potato fields at the Hayground School for a bonanza of ethnic and mobile eats at the height of the Hamptons season.

AUGUST
11
2017



AT THIS HAMPTONS SUMMER FOOD TRUCK BLOWOUT, 750 PEOPLE, FOOD TRUCKS FROM MONTAUK TO MANHATTAN AND BEER AND WINE VENDORS COME TOGETHER TO EAT AND DRINK IN THE FIELD UNDER THE SUMMER SUN. OUR UNIQUE AUDIENCE OF CONSUMERS, BUYERS AND MEDIA WILL GIVE YOU THE OPPORTUNITY TO REACH THE ENTIRE DRINK CHAIN ON ONE UNFORGETTABLE DAY.

THE LOCATION

The Hayground
School in
Bridgehampton

WHO'S INVOLVED

A caravan of over 15
food trucks from
Manhattan and
Long Island.

ATTENDANCE

700
at \$65/ticket



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EVENTS

7TH ANNUAL **EDIBLE ESCAPE**

OCT
2017

Even New York locavores need the occasional world flavors. Join us at Edible Escape, where you can eat and drink like a local, wherever you go.



AT THIS WALK-AROUND TASTING FOR 400 OF THE CITY'S MOST INTERESTED AND INFLUENTIAL CULINARY TRAVELERS, DESTINATIONS NEAR AND FAR COME TOGETHER TO SHOWCASE THEIR DISTINCTIVE FOOD AND DRINK. OUR UNIQUE AUDIENCE OF CONSUMERS, BUYERS AND MEDIA WILL GIVE YOU THE OPPORTUNITY TO REACH A CITY FULL OF TRAVEL-HUNGRY EXPLORERS ON ONE UNFORGETTABLE NIGHT.

THE LOCATION

TBD,
Lower East Side

WHO'S INVOLVED

40 restaurants, breweries, winemakers and food-forward travel destinations, from 20 countries and regions in the U.S.

ATTENDANCE

400
at \$75/ticket

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EVENTS

2ND
ANNUAL

FOOD LOVES TECH

NOV
2-4
2017

The latest and greatest in food innovation, sustainability, and technology with 3,000 attendees.



FOOD LOVES TECH IS A FIRST-OF-ITS-KIND EDUCATION BY ENTERTAINMENT INNOVATION EXPO. ARRANGED AS A SERIES OF EXPERIENTIAL EXHIBITS, FOOD LOVES TECH (FLT) WILL LINK MULTIPLE IMMERSIVE INSTALLATIONS, TECHNOLOGIES, TASTINGS, LEADERSHIP PANELS AND DINING EXPERIENCES TO EXPLORE AND CELEBRATE THE FUTURE OF FOOD THROUGH TECHNOLOGY AND INNOVATION. BRINGING TOGETHER FOOD AND DRINK INNOVATORS, START UPS AND THOUGHT-LEADERS WITH FOOD AFICIONADOS AND ENTHUSIASTS ALIKE, FLT AIMS TO INVIGORATE THE CONVERSATION, AND ULTIMATELY, CHANGE THE WAY WE THINK ABOUT FOOD IN THE FUTURE.

THE LOCATION

Industry City,
Brooklyn

WHO'S INVOLVED

Food and drink innovators, start ups and thought-leaders with food aficionados and enthusiasts alike

ATTENDANCE

3,000
at \$75/ticket

The background of the entire page is a photograph showing two hands holding smartphones, one black and one white, in a way that suggests they are interacting or displaying something together. The setting appears to be a social event, with a blurred background showing a green tablecloth and a glass of wine.

edible

EVENTS

DIGITAL CAPABILITIES & FEATURES:

- **Online, mobile friendly event schedules**
- **Personalized event programs, including custom schedules, favorited speakers and exhibitors**
- **Event attendee networking, including attendee lists and contact options**
- **Social media aggregation experiences based on event location and event hashtags / keywords**
- **Event notifications, surveys and polls**
- **“Stay connected” / CRM opportunities for event participants and those interested in future events**

SPONSORSHIP OPPORTUNITIES:

- **DIGITAL PROGRAM LEAD SPONSOR (PRE / DURING / POST)**
Includes branding in pre-event e-mails, web and app experiences
- **INTERSTITIAL EVENT SPONSORSHIP (DURING)**
Includes branding in mid-event digital notifications and updates
- **SOCIAL MEDIA BOARD SPONSORSHIP (PRE / DURING / POST)**
Branding within social media feeds / pinboards of event social posts
- **LIVE STREAM SPONSORSHIP (DURING / POST)**
Can include rights to stream within the sponsor's website(s)
- **EVENT WRAP UP SPONSORSHIP (POST)**
Branding in post-event photo galleries and videos

SPONSORSHIP OPPORTUNITIES

\$75K—\$3K

EVENT PRESENCE

- Dedicated space on-site, size TBD
- Presenting sponsor designation on all printed and digital materials
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees
- Shared event title with *Edible* cobranded website with event photos, videos and possible contests
- Digital program lead sponsor

PRINT PROMOTION

Ads in relevant issues of *Edible Manhattan*, *Edible Brooklyn*, *Edible Long Island* and/or *Edible East End*

ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts
- Dedicated banner ads on four *Edible* websites for three months, with increased frequency around the event
- Logo and name inclusion in social media promotion by *Edible*

+ PERKS AND BENEFITS

EDIBLE OFFERS EVENT SPONSORSHIP OPPORTUNITIES FOR EVERY LEVEL OF YOUR BUSINESS GROWTH. RANGING FROM \$75K TO \$3K WITH A MIX OF THE ELEMENTS TO THE LEFT, EDIBLE PROVIDES A COMPLETE EXPERIENCE WHERE YOU CAN SHARE YOUR STORY DURING THE EVENT AND MAGNIFY THAT REACH WITH PRINT, DIGITAL AND SOCIAL PROMO PRE AND POST EVENT.



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EVENTS

**SEE WHAT
WE CAN DO**

Watch our sizzle reel here.

