



FOR IMMEDIATE RELEASE

Press Contacts:

Willie Norkin / Jessica Cheng

Susan Magrino Agency

Tel: 212.957.3005

Email: willie.norkin@smapr.com / jessica.cheng@smapr.com

ARIANE & MICHAEL BATTERBERRY, FOUNDERS OF *FOOD & WINE* AND *FOOD ARTS* MAGAZINES, NAMED 2010 JAMES BEARD FOUNDATION LIFETIME ACHIEVEMENT AWARD WINNERS

New York, NY (March 9, 2010) – Ariane and Michael Batterberry, founders of *Food & Wine* and *Food Arts* magazines, have been named the recipients of the 2010 James Beard Foundation Lifetime Achievement Award. Ariane and Michael will be honored at this year's James Beard Foundation Awards, the nation's most prestigious recognition program honoring professionals in the food and beverage industries, in an awards ceremony taking place on **Monday, May 3, 2010** at Lincoln Center's Avery Fisher Hall in New York City. The Lifetime Achievement Award is bestowed to those whose lifetime body of work has had a positive and long-lasting impact on the way we eat, cook, and/or think about food in America.

"We are delighted to announce that Ariane and Michael Batterberry are being honored with this year's James Beard Foundation Lifetime Achievement Award," says Susan Ungaro, President of the James Beard Foundation. "Ariane and Michael, who were close friends of James Beard, have made landmark contributions to both the publishing and culinary worlds. Everyone in our industry has read and been inspired by their work over the years. They are true pioneers and we look forward to following their careers for many years to come."

"Receiving the James Beard Foundation's Lifetime Achievement Award holds profound meaning for us in that it represents the closing of a circle begun almost 45 years ago," say Ariane and Michael Batterberry. "In the mid 1960s, we were first invited by James Beard himself to enter the gated inner sanctum of America's then relatively tiny professional food establishment. By that time, Jim had become the country's reigning prince of gastronomy, a celebrated teacher, best selling author, nationally syndicated columnist, restaurant consultant, and champion of fresh talent. While of different generations, we quickly became good friends. In retrospect, Jim's rapt interest in the new helped propel our magazine publishing career, and he agreed that there was a need for a modern food magazine that would look at the world through the prism of food and drink and which would value it as a lively art form. In the seven long years it took to raise the financing for *Food & Wine*, Jim's full-hearted support, both moral and professional, never wavered. No one could have had a more inspiring or devoted mentor. As a gastronomic beacon, his light shines ever brighter today, thanks to the energies of those in charge of the foundation created in his name. We extend our deepest gratitude both to the beloved legend and the James Beard Foundation for making this award possible."

Legendary leaders in their field, Ariane and Michael Batterberry have founded two milestone national food magazines: *Food Arts*, the influential award winning publication for the restaurant and hotel trades that has won a number of the coveted Folio Gold “Eddie” B2B awards, and *Food & Wine*, a leading consumer publication. Pioneers in electronic food publishing as well, they created the top rated computerized “magazine” *Dining In* for Time Inc. in the early 1980s. Singly or together, they are the authors of 18 books on food, art, and social history, and they have contributed a quarterly food trends column to *U.S.A. Today*. Michael Batterberry has also pioneered efforts to unite chefs, restaurateurs, and farmers in a mutual nationwide support system that also serves to advance the cause of sustainable agriculture. He serves, or has served, on numerous boards and advisory boards, including those of The French Culinary Institute, The Culinary Institute of America (as a Fellow of the Institute), the American Institute of Wine and Food, Women Chefs & Restaurateurs, the Rockefeller sponsored Stone Barns Center for Food and Agriculture, New York University’s Department of Food & Nutrition Studies, Wholesome Wave, Heritage Foods U.S.A., and Spoons Across America, among others. A cofounder of the New American Farmer Initiative, dedicated to fostering restaurant supported local farming and helping immigrant farmers, he also served as chairman of the food education committee for “Food Culture USA!” the principle theme of the Smithsonian’s 2005 Folklife Festival on the Washington Mall, which drew over a million visitors.

The Batterberrys’ awards and citations include both the James Beard Foundation’s Who’s Who in Food and Beverage in America and Editors of the Year, the International Food & Beverage Forum’s Hall of Fame, Distinguished Restaurants of North America (DiRoNA) Honorary Hall of Fame, The Culinary Institute of America’s Masters of Hospitality award, and the Madrid Fusión award, presented by the mayor of Madrid, for having propelled the course of the American Food Revolution. Michael has appeared often on national and international TV as a commentator on culinary and restaurant business trends and has performed as introductory host to the Public Television series “Rising Star Chefs.”

Established in 1990, the James Beard Foundation Awards recognize culinary professionals for excellence and achievement in their fields and continue to emphasize the Foundation’s mission: to celebrate, preserve, and nurture America’s culinary heritage and diversity. The annual James Beard Foundation Awards honor the best and the brightest talents in the food and beverage industries, celebrating outstanding achievement in each of the following categories: Restaurant and Chef, Restaurant Design and Graphics, Books, Journalism, Broadcast Media, and special achievement awards. Each category has an individual Awards Committee made up of industry professionals who volunteer their time to oversee the policies, procedures, and selection of judges for their respective Awards program. All award winners receive a certificate and a bronze medallion engraved with the James Beard Foundation Awards insignia. There are no cash prizes.

On **Monday, March 22, 2010**, the James Beard Foundation will announce the final nominees for all award categories during an invitation-only breakfast at Dickie Brennan’s acclaimed *Palace Café* in New Orleans’ French Quarter. The nominations will also be announced live via the James Beard Foundation’s Twitter page at <http://twitter.com/beardfoundation>. The annual James Beard Foundation **Media & Book Awards Dinner**, an invitation-only event honoring the nation’s top cookbooks, food journalists and culinary broadcast programs, will take place on **Sunday, May 2, 2010** at Espace in New York City, hosted by Bravo’s *Top Chef Masters* host Kelly Choi and the Travel Channel’s *Bizarre Foods* host Andrew

Zimmern. This year's event will honor winners of the Journalism, Broadcast Media and Books categories, a new format from previous years' Media Awards ceremonies, which did not include the Books category. The James Beard Foundation **Awards Ceremony and Gala Reception** will take place the following evening, **Monday, May 3, 2010**, at Lincoln Center's Avery Fisher Hall in New York City, hosted by Food Network star and James Beard award-winner Alton Brown and two esteemed James Beard Outstanding Chef award-winners, Lidia Bastianich and Wolfgang Puck. Open to the public, the event honors the winners of the Restaurant and Chef and the Restaurant Design and Graphics awards categories, along with a number of special achievement awards, including the Humanitarian of the Year honoree and America's Classics award winners (which were announced earlier this month; for more information on these winners, please visit www.jamesbeard.org/awards) and the Lifetime Achievement Award winner.

The 2010 James Beard Foundation Awards are presented with support by the following companies: In Association Sponsor: All-Clad Metalcrafters; Premier Sponsor: Green & Black's® Organic Chocolate, Lenox Tableware and Gifts, Mercedes-Benz; Supporting Sponsors: The Coca-Cola Company, Delta Air Lines, Food Network NYC Wine & Food Festival, illy caffè North America, Inc., Louisiana Department of Culture Recreation & Tourism, Southern Wine & Spirits of New York, Stella Artois; Gala Reception Sponsors: Acqua Panna® Natural Spring Water, Beijing Tourism Administration, Ecolab, Food Network South Beach Wine & Food Festival, Pernod Ricard USA, Rums of Puerto Rico, S.Pellegrino® Sparkling Natural Mineral Water; Media Sponsor: The Wall Street Journal and with additional support from Chefwear.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, preserving, and nurturing America's culinary heritage and diversity in order to elevate the appreciation of our culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#).

- # # # -