



World Food *Tour*

CELEBRITY CHEFS HELPING YOU COOK THE WORLD'S
GREATEST FOOD AT HOME
**WITH GINO D'ACAMPO, THE HAIRY BIKERS, CLAUDIO CARDOSO, HIDEKI
HIWATASHI, THEODORE KYRIAKOU AND MORE...**

DISTRIBUTED IN WAITROSE STORES AND NEWSAGENTS NATIONWIDE

A TITLE THAT WILL IMMERSE READERS IN THE WORLD'S FINEST CUISINES

Food has never been more global than it is today. From the wealth of ingredients available at supermarkets to the diverse array of restaurants you can now find in towns and cities across Britain, it's never been easier to indulge in the world's cuisines.

World Food Tour will introduce readers to some of the great cuisines across the globe, from French, Spanish and Italian to Indian, Chinese and Japanese. We will be speaking to some of the biggest culinary stars and chefs working in food today and will also showcase recipes, features, advice and inspiration for making your cooking truly global.

World Food Tour will be working with some of the culinary scene's most familiar faces including...

Gino D'Acampo



One of ITV's best-loved celebrities, Gino D'Acampo is the nation's favourite Italian chef. With various cookbooks, TV series and appearances under his belt, Gino is best known for his authentic Mediterranean flavours. He recently opened several restaurants and is currently starring in *Gino's Italian Coastal Escape*.

Claudio Cardoso



Claudio Cardoso is the executive chef at *SUSHISAMBA*, the exclusive and world-renowned Japanese-Brazilian-Peruvian fusion restaurant located on the 39th floor of a London skyscraper. Portugal native Cardoso is well known in the food industry for his innovative ideas, stunning food presentation and creativity with flavours.

Theodore Kyriakou



Owner and founder of several award-winning restaurants in London—including *Livebait*, *The Real Greek* and *The Greek Larder*—renowned Greek chef Kyriakou is known as the 'King of the Greeks'. In addition to his restaurants, Kyriakou has a passion for Greek wine and has also published several cookbooks in the UK.

The Hairy Bikers



David Myers and Si King, better known as The Hairy Bikers, are chefs and television presenters. Over the years they have made TV appearances and released various cookbooks, the latest of which—*Mediterranean Adventure*—takes foodies on a trip through Italy, Spain and France. They are currently starring in their own TV show on the BBC.

Hideki Hiwatashi



Founder and head chef at London's renowned *Sake No Hana*—one of the Hakkasan group's fine dining gems—chef Hideki Hiwatashi is well known in the business for his daring flavours and refined Japanese cuisine. Considered one of the most prominent chefs in London, Hiwatashi has over 15 years of culinary experience.

celebrity angels
World Food
Tour

Discover the food regions of India
Become a master chocolatier

James Martin's French culinary adventure

Win a Subaru car

Conquer Japanese cooking
Mark Hix's secret to cracking crab

79 Easy recipes!

James Martin Vivek Singh Mark Hix Reiko Hashimoto Tom Kitchin Paul A. Young

• CELEBRITY CHEFS HELPING YOU COOK THE WORLD'S GREATEST FOOD AT HOME •

AUTUMN 2017 | £3.99
ISSN 1758-597X

Available at Amazon, Waterstones, and other retailers.

What will *World Food Tour* cover?



- **Expert advice from star chefs.** *World Food Tour* will be featuring names such as **Gino D'Acampo**, **The Hairy Bikers** and **Claudio Cardoso** in a series of interviews covering everything from the best of Italian ingredients to the secrets of fusion cooking.
- **Recipes from across the world.** Immerse yourself in the fundamentals of many different global cuisines with our easy and accessible recipes.
- **In depth features** exploring everything from regional trends to signature ingredients and must-visit restaurants.

- Highlights of ***World Food Tour*** will include...
- Must-have products.
- Food travel destinations.
- Restaurant openings and reviews.
- Advice and tips from industry experts.
- Insight into some of the world's top chefs and producers.
- Inspiration for your kitchen.



READERSHIP

World Food Tour will reach up to 450,000 readers.

DISTRIBUTION

ON SALE NATIONALLY

At newsagents and Waitrose stores across the country.

CRUISE SHIPS

Copies on board luxury cruise ships docking at Southampton such as Cunard, P&O and Princess Cruises.

EUROSTAR

Copies in the St Pancras first class lounge for passengers travelling to Paris or Brussels from London.

GATWICK EXPRESS AND STANSTED EXPRESS

Copies in bespoke magazine racks on the platforms of Gatwick Express at Victoria station and Stansted Express at Stansted Airport.

CORPORATE OFFICES

Copies in our bespoke magazine racks in headquarters of global banks and brands based in Canary Wharf and central London, such as Barclay's, HSBC, Credit Suisse, Microsoft, Google and ITV.

AIRLINE LOUNGES

Copies in First and Business Class lounges of international airlines at Heathrow and Gatwick such as American Airlines, Emirates, No1 Traveller and Aspire Terminal 5.

5-STAR HOTELS

Copies in top 5-star hotels in London with award-winning restaurants, such as The Lanesborough, The Metropolitan, The Langham and The Savoy.

MAYFAIR RESTAURANTS AND BOUTIQUES

Copies to Michelin-starred restaurants and designer boutiques around Mayfair, such as Hakkasan, Le Gavroche, Nobu, Sketch, Paul Smith, Marc Jacobs and Cartier.

This distribution placement list is subject to amendments and additions.



READERSHIP DEMOGRAPHICS & STATISTICS



60% 35-50
40% 20-35




age group, male/female with interest in
food and family issues

SOCIAL MEDIA AND ONLINE PRESENCE

**www.themasterchefs.com
and www.celebrityangels.co.uk**

105,000+ subscribers

39,000 unique users per month

- Facebook 
- Pinterest 
- Twitter 

Our online campaigns include a range of benefits, from sponsored email blasts and newsletters to promotion on our social media platforms.

ADVERTISING OPPORTUNITIES

- Double page spread £9,950
- Full page £5,950
- Half page £3,450
- IFC £16,950
- OBC £15,950
- IBC £11,950

Call us on: 0207 870 9090