

MIDWEST LIVING GROWS ITS BEST OF THE MIDWEST FRANCHISE

Taste of the Midwest Food Tour Brought to Life with Book, Magazine and Television Series

DES MOINES, IOWA (March 2006) – In summer 2005, *Midwest Living* Editor-in-Chief Dan Kaercher ate his way through the Midwest in order to experience the Heartland's amazing food story. After 150 meals and 10 extra pounds, Kaercher will release *Taste of Midwest*, a feature book published by Globe Pequot Press (June 2006). His culinary travels will also be chronicled in a special annual magazine, *Best of the Midwest 2006*, and a one-hour special and 13-part television series to air on Public Television stations in 2006.

Taste of the Midwest builds on the Best of the Midwest franchise started in 2004 with Kaercher's maiden tour of his favorite places. That road trip resulted in his first book *Best of the Midwest: Rediscovering America's Heartland* (Globe Pequot Press, June 2005), and also a *Midwest Living Best of the Midwest Special Issue* and Public Television series last year.

"I left no fork or spoon unturned," says Kaercher. "With barbecue, steak, chili, haute cuisine, international specialties and vegetarian dishes, the Midwest is a fabulous place to dine. The magazine, book and television programs are filled with beautiful scenery, undiscovered spots, Midwest landmarks, travel advice and mouthwatering recipes."

During the Taste of the Midwest tour, Kaercher sampled the cuisine of today's premier restaurants as well as local specialties at tried-and-true small-town cafes. But he also explored more than just what was on his plate. He visited with producers who grow food, processors who turn crops into the ingredients on our shelves and top Midwest chefs.

Abundant recipes from the Midwest are included to inspire and satisfy the home cook. In addition, a calendar alerts readers to fairs, festivals, and quirky food-related events in each state. And, for armchair travelers, Kaercher supplies practical information for obtaining mail-order delights from food purveyors across the region.

Sponsors of the Taste of the Midwest food tour include: AmeriHost Inn hotels, which housed Kaercher along the way; Ford Five Hundred, which Kaercher and his crew drove the entire 8,207 miles; Eucerin; and the Sugar Association.

Look for *Midwest Living's Best of the Midwest 2006* annual issue in March, the *Taste of the Midwest* book in June, excerpts of the book in the March/April, May/June and July/August issues of *Midwest Living*, and the "Taste of the Midwest" Public Television programs on your local public television affiliate throughout 2006.

And stay tuned for more news from Kaercher and his Best of the Midwest initiative. This summer, Kaercher will hit the road again – exploring the best parks and natural wonders of the Midwest.

About *Midwest Living*

Midwest Living magazine (www.midwestliving.com), published by Meredith Corporation (NYSE: MDP), is a regional publication that celebrates the richness of life in the Midwest. Founded in 1987, the magazine is dedicated to providing its readers a wealth of region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories. *Midwest Living* magazine, which reaches 4.1 million readers, is published bi-monthly and has a rate base of 925,000.

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