



Eats+Apps #1 – Social Media Week NYC

Tuesday, February 8, 2011 at 4Food

About The Event

Attendees will hear/learn more about the apps and interact with their teams in a social setting. This dinner will bring together those at the forefront of social food tech and food app enthusiasts for an evening of great food, drinks, and networking.

Our venue, **4Food**, will serve as the backdrop for the gathering. 4Food generated accolades around its opening in September for its forward-thinking food model and interactive ordering system that lets diners create over 140 million combinations of burgers & fillings, save them for future ordering and then share their creation with their friends and networks via social media.

What To Expect

- Access to, in some cases an exclusive preview of, the newest and most popular food and beverage apps.
- Networking with those at the forefront of social food tech and people like you who love food apps.
- Passed delectables (both veggie and meat) and side dishes from 4Food, wine and non-alcoholic beverages. Note: curated full-size burgers, created by our participating apps, from 4Food's Menu will be available for purchase, as well.

Event Producers

Danielle Gould: Danielle Gould is the founder of **Food+Tech Connect**, a startup that connects innovators in the growing food and information technology movement. Say hello to her at @dhgisme.

Emily Cavalier: Emily Cavalier is the founder of **Mouth of the Border**, an online community for lovers of ethnic food and culture in New York City. She also consults on social media/event projects with food/food media brands and works as a project manager developing and executing integrated business development campaigns in the corporate event industry. Connect with Emily at @EmilysPearl.

Brian Quinn and Jonny Cigar of The Noble Rot, a traveling wine saloon: Dubbed “a new form of clandestine drinking” by Tasting Table New York, Noble Rot events re-envision the typical, conceptual wine tasting as a more social, informal experience in which guests are encouraged to interact with the wine, wine experts, and each other in an intimate setting. Follow the Noble Rot crew at @NobleRotNYC.



Participating Applications – Eats+Apps #1 – Social Media Week NYC



Foodspotting is a visual guide to good food and where to find it. The *Foodspotting* website and mobile apps make it easy to find and share the foods you love: Instead of reviewing restaurants, you can recommend your favorite dishes and see what others have recommended wherever you go. If you're trying to decide what to eat, you can see the nearest, latest and best foods around you, find a particular food that you're craving, look up a restaurant and see what's good there, and access guides from experts like the Travel Channel's *No Reservations* with Anthony Bourdain and see what's good near you. If you want to share recommendations, you can share photos of foods you love & tell others where to find them, complete guides & scavenger hunts, and earn expert badges and reputation points for quality contributions.



Gourmet Live lets you express, share and explore your passion for every aspect of food and food culture in a brand new way and rewards you for doing it. Updated every week on Wednesdays, *Gourmet Live* is chock full of brand new and classic stories, recipes, video, slide shows, social connections and more it's organized by hot topics and relevant theme—shaped by the way people LIKE YOU actually use it! Constantly updating, always entertaining and fun, you'll find surprises both familiar and new. Earn Rewards that are truly Rewarding like recipes for a holiday or event, collections about seasonal ingredients or travel ideas. *Gourmet Live* is served, Download FREE on iPad.



Food Network — In The Kitchen: For the first time food enthusiasts can access Food Network recipes, along with essential utility-based shopping and kitchen tools, anytime and anywhere via the iPad, iPhone 4, iPhone 3GS, iPhone 3G, the original iPhone, and iPod touch and Android devices. Food Network *In The Kitchen* includes 45,000 recipes from America's favorite Food Network chefs. Once users have picked their recipes or meals from FoodNetwork.com, they can build a shopping list, which enables users to add ingredients from the recipes to a shopping list that they can share with friends and family via email, Facebook and Twitter in case they need help picking up all the groceries. And when users are ready to get in the kitchen, they can set In-app timers as they work on the recipe without ever leaving the app, or use the Unit converter to assist with accurate measurement. Food Network *In The Kitchen* helps at home cooks and food enthusiasts discover and cook their favorite Food Network chef recipes, guiding them every step of the way from menu planning to the grocery store to getting it all timed right in the kitchen.



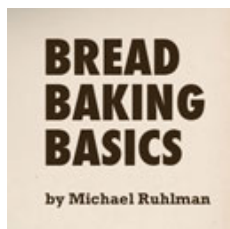
Snooth's new iPhone app will change the way you interact with wine. Representing an amazing leap forward in wine identification and virtual cellar management, the new *Snooth Wine app* makes finding a wine and discovering local availability as easy as snapping a photo. Once the app recognizes your wine, you can then discover where it's available near you, compare prices from stores around the World, add the wine to your Wishlist or Virtual Cellar, and read reviews and create your own.



Ratio (by Michael Ruhlman): Free yourself from recipes! The best-selling cookbook, *Ratio: The Simple Codes Behind the Craft of Everyday Cooking*, by me, Michael Ruhlman, is now an iPhone app that will help you calculate amounts of ingredients in all the fundamental culinary preparations. When you know a ratio, you don't know a recipe, you know 1,000. And this application does all the calculating for you.



Gojee: The easiest way to automatically track your groceries. *Gojee* unveils a new layer in food information, connects you to people who care about food, and provides you with tools to make smarter shopping decisions. It helps you learn about the food you buy, watch your nutrition, manage your budget, share your opinion, and find smart ways to save with coupons.



Bread Baking Basics (by Michael Ruhlman): Simple fresh baked bread is a tap away with this innovative iPad app that generates bread recipes based on you and your kitchen. Whether you want a simple plain country loaf, a multigrain boule, a sourdough baguette or a pizza, *Bread Baking Basics* has technique and recipes for all kinds of breads for all kinds of cooks and kitchens. The app measures all the ingredients in ounces, grams, or cups-whatever your preference is-calculates the amounts and gives you step-by-step instructions for making great bread based on what you want. There's no trick or secret to great bread at home. All you need is a little technique and an oven, or, *Bread Baking Basics* and an oven.



Dinevore: *Don't they say the best way to a friend's stomach is through the internet?* We all want advice from people with good taste, but on the Internet, too many cooks have spoiled the broth. *Dinevore* is a platform for making and sharing mini restaurant guides. *Dinevore* members create the broth they want by curating lists of restaurants they love and following other users and lists whose taste they appreciate. *Dinevore* lists can be filtered by location, price and cuisine.