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"Food Writing for Food Lovers"
An All-Day Foodportunity Expression *Writing* Workshop
with
Dianne Jacob author of the book and blog,
Will Write for Food

Sponsored by The Greek Gods Yogurt and Viv Agave Inulin

SATURDAY, MAY 22, 2010
9:30 a.m - 5 p.m
Fairmont Olympic Hotel
411 University St., Seattle
\$120
(Includes lunch and all fees)

For Immediate Release:

Seattle, April 12, 2010— Blanching, braising, dredging and dicing: words that describe or terms that terrify?

Food writer and editor Dianne Jacob, author of "*Will Write for Food*," knows how to navigate the fine line between precision ("sauté") and dumbing down ("cook"). She's coming to Seattle next month to share her insights at an all-day workshop entitled "Food Writing for Food Lovers."

Attendees are expected to include foodies, bloggers, writers, and cookbook authors as well as aspiring columnists, freelancers, journalists, PR professionals, caterers and chefs looking to publish a cookbook or anyone who wants to learn more about the food writing world.

The event, sponsored by [The Greek Gods Yogurt](#) and [Viv Agave Inulin](#), will be held at The [Fairmont Olympic Hotel](#) in downtown Seattle. The Fairmont's executive chef, Gavin Stephenson, will prepare a midday meal for participants. The Fairmont Olympic is listed on the National Register of Historic Places (the only hotel in the four-state Pacific Northwest to receive this prestigious award) and is one of five elite hotels in the United States to make the AAA Five Diamond list for 25 or more consecutive years.

The Greek Gods Yogurt is hormone-free, high in calcium and protein, gluten-free and filled with five live and active cultures including probiotics. Viv Agave, an inulin from the organic blue agave, is a soluble dietary fiber that promotes improved digestion, better absorption of magnesium and calcium, and more.

The limited-attendance event, presented by Keren Brown Media (KBM), will cost \$120 which includes both class fees and lunch.

[Dianne Jacob](#) will conduct exercises with the students to improve writing and interviewing skills. She'll discuss techniques to get a blog to stand out in a crowd, and divulge insider information about cookbook publishing, said Brown

Jacob grew up in a Jewish home in Vancouver, B.C., where her mother cooked Iraqi-Jewish and Indian-Jewish foods, while her father encouraged her to become a writer. She attended journalism school in Canada and in California, and became a magazine editor and writer.

Self-employed for the past 14 years, she began teaching food-writing classes, and wrote "Will Write for Food: The Complete Guide to Writing Cookbooks, Restaurant Reviews, Articles, Memoir, Fiction, and More" In 2005. Now in its fourth printing, it won the Cordon d'Or International award for best literary food reference book.

Jacob regularly judges books for the James Beard Foundation and for the International Association of Culinary Professionals annual cookbook awards. Since June of last year, she has also been blogging at "Will Write for Food," www.diannej.com/blog

Foodportunity Expression is a series of events organized by KBM . Previous events have included a food writing seminar by Seattle journalist Rebekah Denn and a food styling workshop by Delores Custer.

KBR also presents "Foodportunity" networking events for members of Seattle's food community, and sponsors monthly meetups for food bloggers.

The Fairmont Olympic Hotel in downtown Seattle will be offering a special room rate to Foodportunity attendees. Deluxe accommodations are available at a rate of \$159.00 per night plus tax. Please contact Heather Fernandez at heather.Fernandez@fairmont.com to secure a room at this preferred rate.

To register for Food Writing for Food Lovers, please go to foodportunity.com

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*Keren Brown, aka Frantic Foodie, is the founder of highly popular events for food enthusiasts and food professionals, **Foodportunity**. She also organizes monthly events for Seattle food bloggers, creating lasting contacts and connections. Keren's food events information is listed at FranticFoodie.com, *Frantic Foodie in the Seattle PI* and on the events page of [My Northwest.com](http://MyNorthwest.com).*

Foodportunity Expression presents
"FOOD WRITING for FOOD LOVERS"

with

DIANNE JACOB

*Fairmont Olympic Hotel
Seattle*

SCHEDULE

(The day will include breaks for networking)

9:30 Registration begins

9:45 Welcome & introductions

10:00 Food Writing Basics

The types of food writing

How to edit your own work

The role of "voice"

Using simile and metaphor

Writing exercises

12:20 Lunch

by Georgian Room Executive Chef Gavin Stephenson

1:30 Interviewing

Exercise in pairs

Extracting the best details for your writing

2:15 Food Blogging

Engaging your reader

Getting and leaving comments

How to stand out in a crowd

3:45 Cookbooks
Recipe writing
The publishing business

4:45 Q&A

About The Greek Gods

The Greek Gods Yogurt, available nationwide in better supermarkets, has gained cult status and a loyal following. The Greek Gods Yogurt is hormone-free, high in calcium and protein, gluten-free (not all flavored yogurts are!) and filled with five live and active cultures including probiotics. The yogurt comes in 6-ounce individual packages (one nonfat and five full-fat varieties) and in 24-ounce sizes; flavors include Honey-Strawberry, Pomegranate, Fig, Honey, Vanilla and Plain. Learn more at GreekGodsYogurt.com. Twitter: @TheGreekGods.

About Viv Agave

Viv Agave Inulin, from the organic blue agave, is a soluble dietary fiber that promotes several healthy advantages:

- It increases calcium and magnesium absorption which aids essential blood, muscle and nerve functions
- Its prebiotic benefits aid digestion: it feeds the good bacteria that promote healthy gut flora and boosted immunity

Agave inulin has minimal impact on blood sugar, is not insulemic and will not raise triglycerides, making it low glycemic. Just one tablespoon serving of Viv Agave accounts for 40 percent of one's daily dietary fiber. Put it in your coffee, tea, yogurt or soup and enjoy the benefits! Available in plain, organic vanilla and organic cocoa. Learn more and get recipes at vivagave.com. Twitter: @VivAvage.

About The Fairmont Olympic

The 450-room Fairmont Olympic Hotel is Seattle's premier hotel property. It received its 26th consecutive AAA Five Diamond award for 2010, recognizing the 85-year-old establishment for the best in luxurious service, décor and amenities. The Fairmont Olympic, which is listed on the National Register of Historic Places, is the only hotel in the four-state Pacific Northwest to receive this prestigious award and is one of five elite hotels in the United States to make the AAA Five Diamond list for 25 or more consecutive years.

[The Georgian](#), the hotel's fine-dining restaurant, has achieved Four Diamond status for the 21st consecutive year. No other Four Diamond restaurant in Washington has been awarded this status for that long.

About Chef Gavin Stephenson

Gavin Stephenson has been an integral part of the culinary team at the Olympic Hotel for 25 years and its Executive Chef since 1999, when it was part of the Four Seasons chain. He elected to remain with hotel following its change of ownership and transition to the Fairmont Hotel group in 2003. A native of Newcastle Upon Tyne, England, Stephenson began his culinary training at age 17 in the kitchens of the Savoy Hotel in London and honed his skills at the Four Seasons Hotel Boston and the Ritz-Carlton Chicago.

Chef Stephenson has received numerous accolades, including the prestigious Acorn Award for best British chef under the age of 30 (presented to only two chefs in Europe each year). He has cooked five times at James Beard House in New York.

The Georgian, the Fairmont Olympic Hotel's signature restaurant, has also received critical acclaim under Stephenson's leadership. Elegant without being stuffy, it was ranked No. 1 overall in the 2003, 2004, and 2005 *Zagat Restaurant Survey*, named "Personal Favorite" by the editors of *Gourmet*, and listed as one of America's Top 50 Hotel Restaurants by *Food & Wine* two years running.