



### The Dish

When reaching out to food bloggers, keep your approach to food simple during the weeks surrounding Thanksgiving:

- Promote traditional and flavorful seasonal foods and ingredients in a printable recipe format.
- Evoke the nostalgia of the holidays. Connect your brand/food to a lovely holiday memory of your blogging audience.
- Food bloggers have just begun a baking marathon that will last until December 31st, so it's a good time to talk sweets of any kind.

The top 25 blogs on Food and Wine reflect a wide range of culinary diversity. Each has developed a specific brand or specialty. There are three blogs devoted to wine, and three devoted to baking or cupcakes. One blog focuses on a corporate entity. Several are devoted to vegetarian, vegan and gluten-free cooking. Two unusual players are "Wine Library TV" which consists entirely of video posts, and "What Did You Eat" which retains significant popularity even though the blog owner died of a sudden heart attack in July. Three are considered community blogs, written by a team of more than two bloggers. The remaining 22 blogs are written by individuals and in one case, a duo. Based on traffic and reader response, these 22 individuals can be viewed as some of the most influential bloggers in food and wine.

### Methodology

Below are the top 25 U.S. food blogs for November 2008 according to Wikio, an information portal with a news search engine that searches news sites and blogs. The position of a blog in the Wikio ranking depends on the number and weight of the incoming links from other blogs. These links are dynamic, which means that they are backlinks or links found within articles. Blogrolls are not taken into account, and the weight of any given link increases according to how recently it was published.

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|---------------------------|------------------------|---------------------------|
| 1. Eater                  | 9. Food Blogga         | 17. Good Wine Under \$20  |
| 2. Slashfood              | 10. A Veggie Venture   | 18. eggbeater             |
| 3. Wine Library TV        | 11. Tartelette         | 19. 101 Cookbooks         |
| 4. Kalyn's Kitchen        | 12. chez pim           | 20. Winehiker Witiculture |
| 5. Baking Bites           | 13. What Did You Eat   | 21. Fatfree Vegan Kitchen |
| 6. Cupcakes Take the Cake | 14. The Wednesday Chef | 22. Karina's Kitchen      |
| 7. Starbucks Gossip       | 15. Coconut & Lime     | 23. NYCnosh.com           |
| 8. Orangette              | 16. Kitchen Parade     | 24. Cooking with Amy      |
|                           |                        | 25. Tigers & Strawberries |

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