

SCRIPPS NETWORKS INTERACTIVE: THE LEADER IN FOOD MEDIA

Cooking Channel Announces Programming Slate Food Network New Series and Returning Favorites

NEW YORK – April 20, 2010 – All burners are firing at Scripps Networks Interactive in the food category, with Cooking Channel and Food Network unveiling new shows for 2010, it was announced today by Brooke Johnson, President, Food Category for Scripps Networks Interactive.

COOKING CHANNEL

Cooking Channel, the newest network from Scripps Networks Interactive, will launch May 31st. The network by food people, for food people will feature a diverse lineup with new, original shows including ***Unique Eats***, ***Foodography***, ***Drink Up***, ***Cook Like an Iron Chef*** hosted by Michael Symon, and ***Foodcrafters*** with Aida Mollenkamp. The network will also feature the U.S. premiere of shows like ***Food Jammers***, ***Indian Food Made Easy***, and ***Caribbean Food Made Easy***.

PRIMETIME:

UNIQUE EATS

Premieres: May 31

Unique Eats spotlights America's most exciting and revolutionary restaurants, providing the first look and the last word in everything extreme in food today. The locations range from high-end dining rooms to casual neighborhood treasures and even roving eateries with no permanent addresses.

DRINK UP!

Premieres: May 31

Happy hour comes to Cooking Channel with *Drink Up!* hosted by **Darryl Robinson**, a.k.a. "Dr. Mixologist," of the Hudson Hotel in New York City. From the first pot still, producing fiery drops of proto-vodka to today's creative and complex cocktails served by mad-scientist mixologists in sexy lounges, *Drink Up!* shows viewers how those drinks got into their hands.

FOODCRAFTERS

Premieres: May 31

Aida Mollenkamp uncovers the hidden handmade food secrets found across the country. Travelling from coast to coast, she unlocks these culinary treasures and show viewers how to bring them all home.

FOODOGRAPHY

Premieres: May 31

Food has shaped the way our culture and world have evolved around us. Hosted by *CBS Sunday Morning's* Mo Rocca, *Foodography* showcases these cultural food themes by taking a look into the past, present, and future of iconic, classic, and trendy foods.

FOOD JAMMERS

Premieres: May 31

Each episode of *Food Jammers* features a high-impact, low-fi culinary contraption conceived, designed and constructed in the Jammer's warehouse studio. This tasty, madcap food odyssey satisfies viewers' cravings for unusual viewing adventures.

DAYTIME:

SPICE GODDESS

Premieres: May 31

Bal Arneson reveals the power of using fresh, wholesome ingredients to make delicious, simple, everyday Indian meals. In each episode, Bal delves into the world of herbs and spices and show how just a pinch of this and little bit of that can put pizzazz into any dish.

INDIAN FOOD MADE EASY

Premieres: May 31

Chef and food writer **Anjum Anand** brings a lighter, fresher approach to classic Indian dishes, making simple, mouth-watering meals. Anjum helps friends and viewers overcome their fears of planning, preparing and making Indian food by guiding them through shopping and dispelling the myths around Indian cuisine.

COOK LIKE AN IRON CHEF

Premieres: July

Iron Chef **Michael Symon** teaches viewers the skills and techniques needed to cook like an Iron Chef! Along the way, Michael is joined by chef challengers and other Iron Chefs who reveal their mysterious methods in tackling secret ingredients.

CARIBBEAN FOOD MADE EASY

Premieres: August

Levi Roots travels around the United Kingdom and the Caribbean revealing how delicious Caribbean food can be created at home with easy-to-prepare, mouth-watering recipes using fresh, healthy and readily-available ingredients.

CLASSIC COOKING BLOCK

Premieres: June 1

This block features: Julia Child and *Galloping Gourmet*. Bon Appetit!

FOOD NETWORK

Food Network features the debut of new primetime series ***24 Hour Restaurant Battle***, ***Food Trucks (WT)*** and ***Kid in a Candy Store***, plus the return of fan-favorites, ***The Next Iron Chef: Season Three***, ***Works Cooks in America: Season 2*** and ***The Next Food Network Star: Season 7***.

PREMIERE PRIMETIME SERIES:

CUPCAKE WARS

Premieres: June 18th at 10pm ET/PT

It's cupcake vs. cupcake in Food Network's tastiest competition yet! In each episode, four of the country's top cupcake bakers face off in a series of challenges testing their creativity, flavors and presentation, vying for the right to present their cupcakes at a major event. They will be judged on taste and presentation, and only one baker will win the gig.

24 HOUR RESTAURANT BATTLE

Premieres: July

Hosted by renowned chef **Scott Conant**, each episode of *24 Hour Restaurant Battle* features dueling teams of aspiring restaurateurs who have 24 hours to conceive, plan and open their own restaurants for one night. Once the doors open, diners will be served along with Scott and a rotating panel of judges representing three areas of expertise: restaurant marketer, restaurant reviewer, and restaurant investor. The winning team receives \$10,000 in seed money toward realizing their dream!

KID IN A CANDY STORE

Premieres: July

Adam Gertler's mission is to find the best, most outrageous, most innovative, and also most loved sweet treats in the world. Adam travels the United States to visit bakeries, restaurants, food carts, and factories where America's favorite candies are produced. From wild and wacky twists on traditional favorites like deep fried cupcakes or sweet beet ice cream to the most scrumptious and creative candy, cakes and frozen snacks in the country, this sweet joyride makes viewers feel like a kid again.

FOOD TRUCKS (WT)

Premieres: August 15th at 10pm ET/PT

Tyler Florence hosts as seven teams of the country's best food truck cooks hit the road to sauté their way across America. Each week, the teams that sell the most food in the challenge city race to the next episode, and the losing team drives home. One food truck team comes out on top and wins a \$50,000 grand prize!

RETURNING FAVORITES:

THE NEXT IRON CHEF: SEASON 3

Premieres: Fall 2010

Kitchen Stadium once again opens its doors to find a new culinary warrior in the sizzling primetime series *The Next Iron Chef*, hosted by **Alton Brown**. The reality competition challenges top chefs from around the country in a series of demanding situations, testing their culinary skills and mental toughness for the ultimate prize: to become an Iron Chef.

WORST COOKS IN AMERICA: SEASON 2

Premieres: 1st Quarter 2011

The most hopeless cooks in the country return to compete in the high-stakes elimination series, *Worst Cooks in America*. **Robert Irvine** (*Dinner: Impossible*) joins **Anne Burrell** as host and competitor to put the recruits through a culinary boot camp they won't soon forget! At stake for the last two standing is the chance to cook for a panel of esteemed culinary critics and to win the grand prize of \$25,000.

THE NEXT FOOD NETWORK STAR: SEASON 7

Premieres: 2nd Quarter 2011

Food Network's number one series, *The Next Food Network Star*, returns for a seventh season. This season follows new hopefuls competing for the ultimate dream job: his or her own Food Network show. With this coveted prize on the line, the finalists strut their star power and culinary chops for host **Bobby Flay** and the selection committee to see if they stack up against the competition.

For more information and to join the discussion on Cooking Channel, visit www.facebook.com/cookingchannel. For Food Network, visit www.foodnetwork.com, or www.facebook.com/foodnetwork.