

BUSINESS OPPORTUNITY

BRING THE COVERAGE OF THE "WINE AND DINE" SCENE IN YOUR AREA TO THE FRONT BURNER

Culinary Concierge™ is a unique "wine and dine" magazine that showcases delicious food and wine editorial by notable local and national writers specific to a designated region as it relates to the national/global culinary scene.

The year 2005 is one of celebration for Culinary Concierge Magazine-- in conjunction with celebrating its fifth birthday-- the publication received an illustrious **nomination by the International Association of Culinary Professionals for an Award of Excellence**; as well as, an offering by Culinary Concierge Multi-Market Media to bring Culinary Concierge Magazine to other markets across the U.S. and Abroad.

The concept of the Licensed Business Network of Culinary Concierge Magazine was developed to bring the coverage of the wine, dine and lifestyle scene in a specific area to the front burner-- in a focused forum that national publications cannot possibly achieve on a monthly, quarterly or even annual basis. In doing so, Culinary Concierge Magazine, becomes a nationally-recognized brand as the "go to" culinary- lifestyle key to each market. The appeal of the publication is punctuated as a unique marketing and advertising venue that creates an impact and drives consumers to local businesses. The multi-tiered circulation and distribution system ensures that each markets' publication accesses a local, visitor, regional and national readership including subscription and retail sales.

Each publication is non-pretentious and interactive in nature-- sharing bits of history, ingredients, recipes, people and pleasures that culminate to create the cuisine and the dining experience in an ever-evolving culinary marketplace. The attractive four-color layout and editorial design of each magazine is enhanced by custom photography which translates the flavor of the food and the passion of the people for a print medium.

Unique features of Culinary Concierge Magazine include:

"gourmet a go-go"-- a local culinary calendar of events (both on-line and print formats); **"the dish"**- the local culinary "current"; **"à la carte chalkboards"**- a visual bridge between the editorial and menu items from local restaurants; and a distinctive restaurant directory.

As you review the attached information and consider this unique business opportunity, please bear in mind that we are looking for professional and creative Licensed Business partners who:

- have their fingers on the pulse of the wine, dine and lifestyle scene within each designated market;
- are passionate about and have contacts in the restaurant industry/food and beverage world inclusive of food/lifestyle writing and food photography;
- have a savvy sense of sales, marketing and public relations;
- have the desire and motivation to own and operate a small business from "soup to nuts."

Please do not hesitate to contact us with any questions or need for additional information. We look forward to speaking with you and potentially working with you soon.

Kendall Collins Gensler

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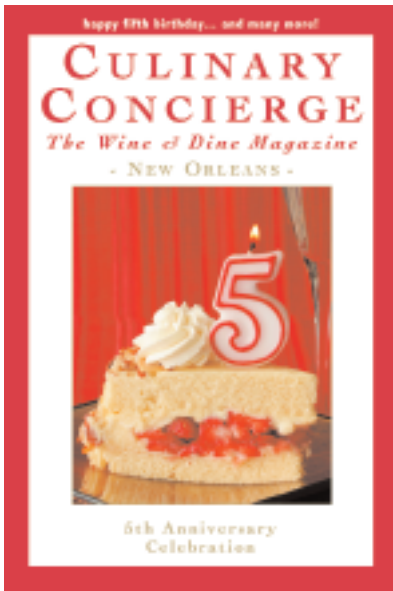
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IACP AWARD OF EXCELLENCE

FIFTH BIRTHDAY BRINGS CULINARY CONCIERGE MAGAZINE NOMINATION FOR IACP AWARD OF EXCELLENCE AND MORE...

In March of 2005, **Culinary Concierge Magazine** was honored with a nomination for a *2005 Award of Excellence* by **The International Association of Culinary Professionals** (IACP) at a reception for food media at the Time & Life Building in New York City. Each year, the IACP Awards of Excellence honor individuals whose outstanding achievements and pursuit of excellence embody the highest standards of the organization. **Culinary Concierge Magazine** has been named one of three finalists in the category of Corporate Consumer Educational and Communication Materials.

The year 2005 is one of celebration for **Culinary Concierge Magazine**-- along with this illustrious nomination- the publication celebrates its fifth birthday; as well as, the offering of Culinary Concierge Multi-Market Media to bring Culinary Concierge Magazine to other markets across the U.S and Abroad. As in New Orleans, the network concept was developed to bring the coverage of the wine, dine and lifestyle scene in a specific area to the front burner-- in a focused forum specific to a designated region as it relates to the national/global culinary scene.



CORPORATE PRINCIPALS

Kendall Collins Gensler *Founder/President/Editor-at-large* - Ms. Gensler is a seasoned culinary professional, who received a diplôme from *Le Cordon Bleu* Cooking School and attended Johnson and Wales University for continuing culinary education. Gensler, is a native New Orleanian, who has worked many facets of the culinary industry over the past fifteen years in both local and national markets to include the fast paced food cities of New York, San Francisco and Houston. Ms. Gensler's culinary career has led to work as a chef on a private yacht for the CFO of a "top ten" Fortune 500 company, Director of sales and marketing for the Culinary Academy of New Orleans (a division of the California Culinary Academy), a consultant for Paris Gourmet Patisfrance-- a French gourmet foods importer and manufacturer, and Cookbook Editor of *Crescent City Collection: A Taste of New Orleans*--which was recognized as a National Winner in the 2000 Tabasco Community Cookbook Awards. As an ambassador of the "culinary current", Gensler founded Culinary Concierge Magazine in the Spring of 2000 as a platform for local food journalists to share bits of history, ingredients, recipes, people and pleasures that culminate to create the cuisine and the dining experience in an ever-evolving culinary city. Culinary Concierge Magazine is New Orleans' exclusive food and wine editorial publication-- which has been touted as the "gastronomic bible" of New Orleans by Stephen Spurrier of *Decanter Magazine*. The attractive four-color layout and design of the magazine is enhanced by custom photography which translates the flavor of the food and the passion of the people for a print medium. Ms. Gensler remains the editor and publisher of Culinary Concierge Magazine, while marketing her food styling talents to the print, film and video communities under the umbrella of her freelance company-- foodini, inc.- magical food and prop styling. Kendall's work as a food stylist was recently featured in the *The Tweezer Times*, the food stylists resource for up-to-the minute techniques, food trends and industry buzz. Most recently, as a multi-media culinary collaboration, Gensler tapes a series of "Get the Delicious Dish" segments that air four times daily on Magic 101.9 Radio. Last year, Ms. Gensler was recognized by the City of New Orleans as a "Leading Woman in Business" underwritten by USAgencies and Entercom Communications. For more information, please visit www.culinaryconcierge.com and www.foodini.net.

Elizabeth Fane Goliwas *Vice-President/Art Director* - A New Orleans native, Liz has over 12 years of experience working in the New Orleans market. During those years she has been directly responsible for the opening marketing plans of 8 restaurants. Her experience with the Ralph Brennan Restaurant Group has offered her an "insider's view" of the restaurant business. She has a unique understanding of operational issues that may affect the success of the marketing plan and knows the importance of communication between the operations and marketing teams. She has a strong understanding of the importance of both internal and external marketing. Her company, opened 5 years ago, and specializes in developing creative marketing and public relations solutions that fit her restaurant and food/wine related businesses' needs. By identifying the challenges and strengths of each project, she is able to develop a targeted and effective marketing plan. Utilizing her many strong relationships with industry leaders she has been able to develop many effective promotions for her clients. These promotions have enabled her clients access to a much broader customer base. She also brings strong relationships with food and restaurant media - these relationships have proven to be extremely valuable in obtaining timely and effective coverage for her clients. Liz is a member of National Restaurant Association's Marketing Executives Group, has Designed and Produced award winning Collateral for Public Relations Society of America, and is a Member of the Advertising Club of New Orleans, she also attended Nation's Restaurant News' Marketing War College, and graduated from Tulane University. In 2001, Liz became a partner in Culinary Concierge Magazine and remains the Co-Publisher and Art Director.