



MONDADORI LAUNCHES ITS FIRST FOOD PORTAL

Not only recipes with original images, but also an extensive gastronomy glossary, news, events, personalities and the first on-demand foodTV

Segrate, 9 April 2014 - **Salepepe.it**, the first **food portal** by **Mondadori** is now online. The website has been designed for those whose passion for food is an expression of both their identity and lifestyle.

On the strength of authoritative content, Salepepe.it offers all food enthusiasts a unique experience, thanks to the assets and editorial know-how of the Mondadori network, that includes not only recipes but the entire world of cooking culture, with news and information about events, tasting tours, wines and personalities.

“This portal reinforces the Mondadori cooking system which, with four established brands, supplements, specials, books and ebooks, has combined sales of 1 million copies and over 4 million readers for its 116 annual issues, in addition to a database of more than 100,000 recipes and a market share of more than 60%,” declared Carlo Mandelli, general manager of Magazines Italy at the Mondadori Group.

“Consequently, from today, we will be able to reach our audience of readers, enthusiasts and advertisers across all channels: the magazine, events, mobile, the app, social networks and the web with a high-level, integrated multimedia offer. Sale&Pepe’s web debut marks the confirmation of a brand that over the years has established itself as a point of reference for all areas related to cooking and gastronomy. A commitment on the digital front that already places Mondadori among the leaders in the Food & Cooking segment through the Donnamoderna.com cooking network, with a total audience that includes 1,9 million unique visitors and 14 million page views (Source: Audiweb View, February 2014)”, concluded Mandelli.

Content and interactive tools from Sale&Pepe

Salepepe.it has access to a selection of **top recipes** from the archives and experience of the magazine *Sale&Pepe*: an authentic multimedia “recipe book” including thousands of recipes with photo galleries giving users a step-by-step guide to prepare the dishes; a “Cookery School” with detailed content and a **dictionary of gastronomy** with over 1,000 items, lists of ingredients and cooking techniques: from “allappante” (“astringent”) to *soubise*, and from *arancino* to *vichyssoise*.

The recipes featured in the launch are in three formats: “*A little extra*”, videos shot in point-of-view, giving the user the impression that she is preparing the dish herself; “*From our kitchen*”, stop-motion videos of recipes published in *Sale&Pepe*; “*Bonjour bon ton*”, a new and ironic **web series** with TV personality **laGiovanna**.

The new portal comes to the web with an innovative format and layout, thanks to a full-screen presentation of the content that enhances even more one of the assets that has always identified and distinguished the Sale&Pepe brand and recipes: **high quality**, refined and elegant **images**.

Also the design has a big visual impact and has been developed to adapt to the characteristics of the different devices used: a **responsive** site, conceived also for mobile that can be used also on a tablet while you are cooking.

The recipes are accompanied by advice and suggestions on the most appropriate **wines**, with combinations specially and exclusively researched for Salepepe.it by Helmut Köcher, founder and president of the Merano Wine Festival, and supported by over 600 profiles of quality wines drawn from the extensive Mondadori Electa catalogue.

It will also be possible to find information using a series of search filters based on calories, preparation time, cooking time, difficulty, region of origin. And Salepepe.it will also help you to find the best restaurants, in collaboration with **2Spaghi.it** that, thanks to a community of food enthusiasts, collects reviews, special offers and suggestions directly from the source. Another partner of Salepepe.it is Avinado.it, a buyers club for wine enthusiasts and producers, that offers special deals for users of Mondadori's first food portal.

A cross-media system dedicated to a passion for food

An **integrated world** from Sale&Pepe, with previews, links to the magazine and the web site and videos, as well as links to social networks and extra multimedia content that enhance the user experience.

Mondadori's first food portal also has a **strong presence on social networks**, with 306,000 fans of the magazine on Facebook, 3,000 followers on Twitter and more than 1,600 on Instagram, and to coincide with the launch will also join G+.

The launch of Salepepe.it will also coincide with the introduction of the first on-demand foodTV, **Salepepe.Tv**, with video recipes and interactive playlists in high definition, divided into chapters so that users can select and watch individual phases of the preparation of the recipes. An innovative format that can be personalised, also for special initiatives and product placement.

To mark the launch of the site, the **new Sale&Pepe app** has also been released. Available for tablets and smartphones (downloadable free from the AppleStore, Play Store and Amazon), it has been enhanced with the possibility of accessing also an exclusive selection of content from the site directly.

The cross-reinforcement between the new site, the magazine, social networks, and mobile consequently offers users and advertisers the possibility of interacting, communicating and living the world of food in a Sale&Pepe-branded multimedia and multichannel experience.

A jury of blog stars for the #cucinacon contest

To mark the launch of the new site, Sale&Pepe has also organised the **#cucinacon contest**, that enables food enthusiasts to take part in a challenge by submitting recipes with photos.

This initiative, created in partnership with **Gnammo**, Italy's leading social eating web site, has been developed thanks to the high level of engagement of users and bloggers that have posted and shared recipes and transforming a passion for food into a social experience.

On Saturday 12 April, at 5.30 pm, the 3 best recipes, from those of the users who have taken part in the contest, will be revealed at a showcooking inside the *Mondadori Food&Design Experience*, at the Magna Pars in Via Tortona 15 in Milan.

The #cucinacon jury consists of the editor of *Sale&Pepe*, Laura Maragliano, and the **blog stars** Chiara Maci (@ChiaraMaci), Francesca Romana Barberini (@Frbarberini), Iaia Guardo (@maghetta), Ilaria Mazzarotta (@lamazzarotta), Laurel Evans (@laurelevans) and Mariachiara Montera (@Maricler): they will have the task of choosing the winning recipe that will be published in both the magazine and on Salepepe.it.

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