



**For Immediate Release**  
**June 7, 2007**

**Contacts:**

Merrill Williams, 207-594-0800  
[editor@mainefoodandlifestyle.com](mailto:editor@mainefoodandlifestyle.com)  
Jen Beltz, 207-899-2750  
[jen@frontburnerpr.com](mailto:jen@frontburnerpr.com)

**MAINE PUBLISHER ANNOUNCES LAUNCH OF  
*MAINE FOOD & LIFESTYLE* MAGAZINE**

***Magazine Highlights Unique Stories about Maine Chefs, Home Cooks, Farmers and Fishermen***

**Rockland, ME** – Merrill Williams, Publisher and Editor of *Edible Coastal Maine* magazine, today announced the launch of a new magazine, ***Maine Food & Lifestyle*** [www.mainefoodandlifestyle.com](http://www.mainefoodandlifestyle.com). “We’re excited to present to readers across the country stories about the people who produce the food that has made Maine so well known,” Williams stated. “Whether it’s our local fishermen and farmers, Maine’s artisanal and specialty food producers, or our award-winning chefs who make our local ingredients sing – their colorful, engaging stories fill the pages of ***Maine Food & Lifestyle***.”

Eating local, seasonal ingredients, and knowing where our food actually comes from, are established trends that have firmly taken hold in Maine, according to Williams. She added that the timing of ***Maine Food & Lifestyle***’s arrival on the culinary scene coincides perfectly with the national press attention and acclaim the state’s food industry continues to earn.

National outlets like *Travel + Leisure*, *Gourmet*, *Food & Wine*, the James Beard Foundation, and the Food Network have all recently recognized the exciting culinary talent in Maine. However, Williams noted, ***Maine Food & Lifestyle*** has an edge over the national culinary publications that carry Maine stories, because it is written and produced right here in Maine. “We write from our desks in Rockland for and about our local communities, and that has a direct impact on the great stories we’re able to offer readers,” she said. “We’re in the best position to tell the food stories that come from right here in the Pine Tree State.”

Williams noted that early readers of ***Maine Food & Lifestyle*** praise the magazine as a welcome addition to Maine’s dynamic food community. “We’ve been so pleased by the enthusiastic feedback we’ve received from local food producers and chefs,” she said. “Readers are telling us how proud they are that Maine has its own food magazine, and one that so authentically represents the exciting histories, stories and recipes that come from throughout the state.”

***Maine Food & Lifestyle*** launches from where its precursor, *Edible Coastal Maine*, left off. The new magazine reflects a broader focus on towns and farms situated throughout the state – from Maine’s scenic, coastal villages to the state’s beautiful interior regions.

- more -

Filled with the vibrant, lush photography of Creative Director Jim Bazin, *Maine Food & Lifestyle* is distributed in retail outlets throughout Maine, as well as locations in Massachusetts, Rhode Island, Connecticut and New Hampshire. Additionally, the magazine's fast-growing subscriber base spans the country from Maine to Hawaii.

**About *Maine Food & Lifestyle*:**

*Maine Food & Lifestyle* is published quarterly by Mainely Living, LLC. For further information, contact the magazine's editorial office at 385 Main Street, Suite 10, Rockland, Maine 04841, or call 207-594-0800.

View a recent interview with Publisher and Editor Merrill Williams, aired recently on the Maine Public Broadcasting Network's popular "Made in Maine" show, hosted by Lou McNally. You can view the entire segment online -- Out of the Way Gourmets (episode #1909) -- from both the Maine Food & Lifestyle website: [www.mainefoodandlifestyle.com](http://www.mainefoodandlifestyle.com) or from the MPBN website: [www.mainepublicradio.org/madeinmaine/index.html](http://www.mainepublicradio.org/madeinmaine/index.html)

[www.mainefoodandlifestyle.com](http://www.mainefoodandlifestyle.com)

# # #