



**APPETiTO**

**Italian Food  
& Drink**

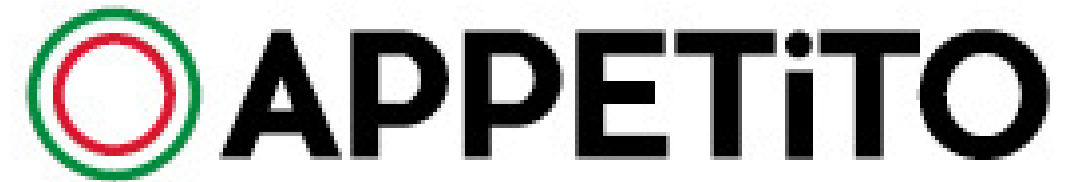
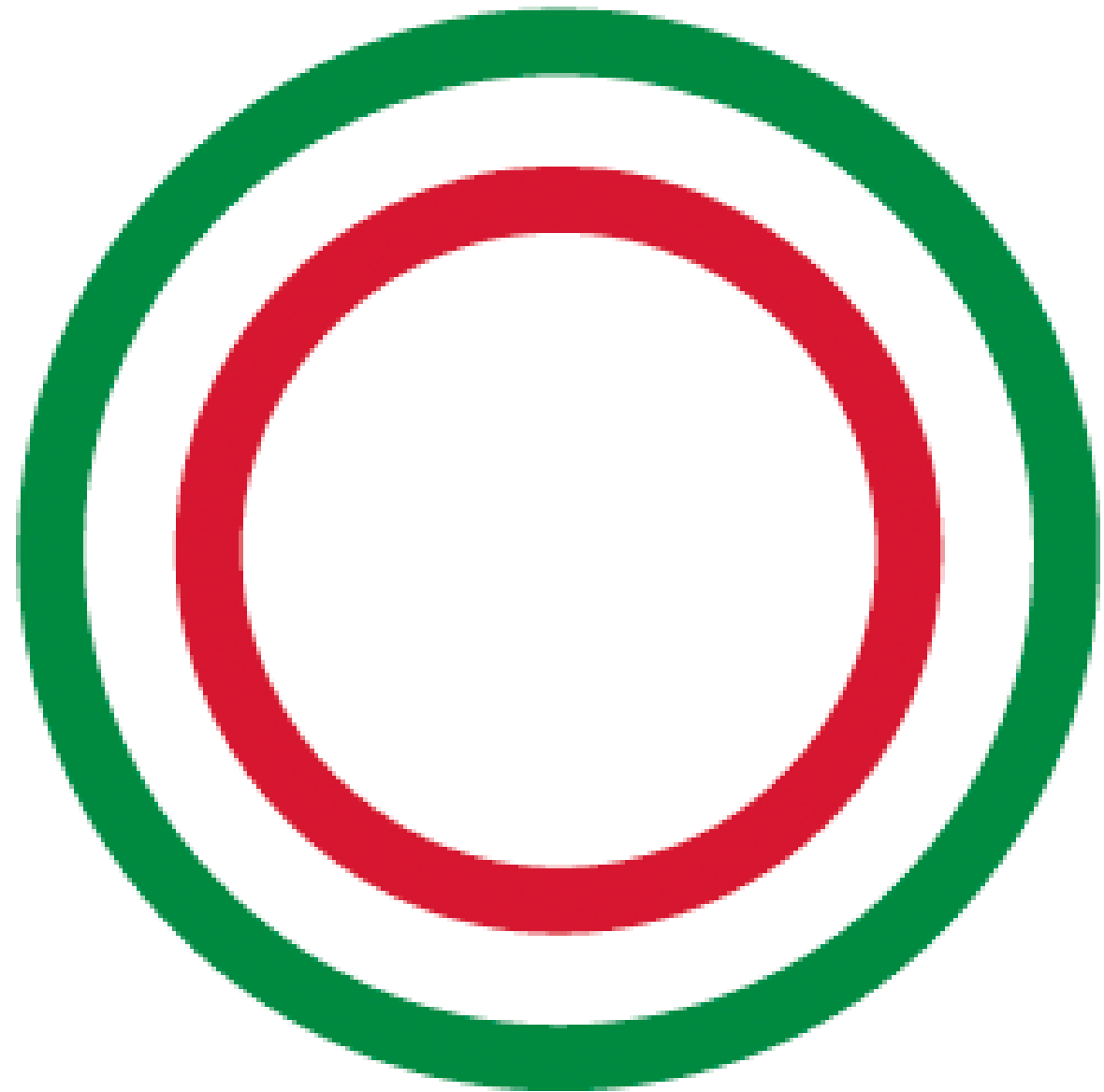
**[appetitomagazine.com](http://appetitomagazine.com)**

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# Introduction



Americans love Italian food and drink. They seek out Italian restaurants, recipes, wines and spirits. They daydream about traveling to Italy for the food. They **debate about who makes the best pizza** in their city, **splurge on dining at upscale trattorias**, and study the benefits of the **Mediterranean Diet**.

We are launching **Appetito** to appeal to anyone who loves Italian food and drink. Of course, if surveys are to be believed, that makes the market for Appetito about **90% of the United States!**

**Appetitomagazine.com** offers a menu of Italian recipes, feature stories about trends and personalities, news about the Italian food and drink world, cooking videos, Italian-style wellness, and guest contributions from well-known chefs and personalities such as Rocco DiSpirito, Ale Gambini, and others.

The website will feature content **updated daily**, while the Appetito brand will grow to include multi-platform offerings in the near future. For now, we hope you enjoy getting to know Appetito.

# Co-Founders



**Appetito Editor-in-Chief Andrew Cotto** has written extensively about Italy since living for a year in the hills south of Florence over two decades ago. Through his award-winning novels and contributions to such publications as *The New York Times*, *La Cucina Italiana*, *Conde Nast Traveler*, *Italy Magazine*, and others,

Andrew has shared his expertise and passion for Italian gastronomy and travel. He has appeared on numerous programs, such as **Good Day New York**, **Adriana Ink with Adriana Trigiani**, **the Donna Drake Show**, **Cara's Cucina**, and **the Italian America Show**. Venues where Andrew has been welcomed as a featured guest include the 92StreetY, the Brooklyn Book Festival, the Miami Book Festival, John Cabot University (Rome), Marymount University, the Garibaldi-Meucci Museum, and Italia Eterna. Andrew also serves as the Editor-in-Chief of *Italian America* magazine. He lives in Brooklyn.



Publisher and Managing Editor **Richard Martin** is no stranger to launching new publications. He was a founding editor of *Complex*, *Food Republic*, *Miami* and *Manhattan* magazines, and the James Beard-nominated *Cured*. He met Andrew Cotto while serving as US editor of Condé Nast's *La Cucina Italiana*, and the two decided to give North America its own native Italian-American publication, *Appetito*.

Richard is also co-author of a forthcoming series of books from publisher Hardie Grant NA, *Preserved: Condiments* and *Preserved: Fruits*, premiering in October 2023. He recently teamed with chefs **Marcus Samuelsson** and **Jonathan Waxman** to create the **2022 Audible Original documentary series *A Seat at the Table***, telling the story of 8 iconic restaurants. Richard started his career covering the music scene in the Pacific Northwest, and has contributed cultural, business, technology, travel, and real estate stories to publications including *New York*, *Men's Health*, *Robb Report*, *Monocle*, and *Crain's Business*. He also lives in Brooklyn.

# Appetito FAQ

## Q: Is Appetito free?

A: We are soft-launching appetitomagazine.com to introduce it to readers, but monetization plans include a paid offering to be announced soon. Like most other small publishers, we'll look to subscription revenue, in addition to advertising and other sources of income, to keep the business running, and to get to a point where we can pay contributors to Appetito.

## Q: How often does Appetito publish new stories?

A: Appetito will publish new feature stories, recipes, news items, guides and videos daily. There is a lot of Italian food and drink information to cover, and we intend to be the #1 source.

## Q: Who is Appetito's target audience?

A: Appetito is for anyone who loves (and lives for) Italian food and drink. We see the demographic as being 21 and up, appealing especially to home cooks, people who love to find Italian restaurants and who are interested in Italian food and drink trends. There will be insider information too, which should appeal to people in the food and drink industry.



APPETITO Italian Food & Drink

Features Recipes News



## THE LATEST



**Rocco DiSpirito On the State of Italian Food in America**



**Inspired by Italian Food: A Writer's Muse**



**Disco Sauce: The Untold Story About Penne alla Vodka**

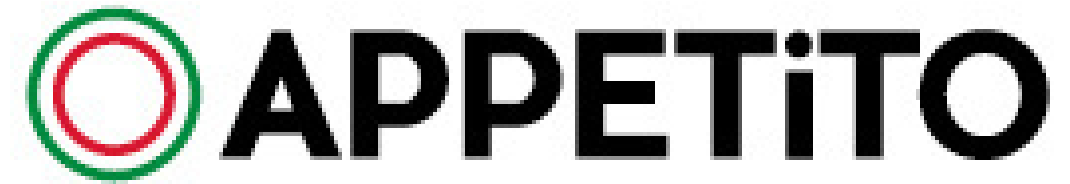
See More Features

# Why Appetito?

Italian gastronomy is the portal to a lifestyle that inspires **health, wellness and a high quality of life** accessible to all. Who doesn't want to eat, drink and be happy?

Nobody does this like the Italians, and Appetito is here to not only celebrate the pleasures of consuming like an Italian but also the benefits. What we love most about all of this is that everyone is welcome. Our Italian table has a **place for all backgrounds, beliefs, identities and ages**. Appetito is for anyone who wants to join us and enjoy.

What we are not interested in is arguments about "sauce" vs. "gravy" or "authentic Italian cuisine" compared to "Italian American food." **It's all good as far as we're concerned**, and we will cover restaurants, chefs, purveyors, great Italian products, trends, destinations, and anything else that contributes to this remarkable palette of the Italian palate in America.



# Topics & Contributors

Appetito Editor-in-Chief Andrew Cetta has written extensively about Italy since living for a year in the hills south of Florence over two decades ago. Through his award-winning novels and contributions to such publications as The New York Times, La Cucina Italiana, Condé Nast Traveler, Italy Magazine, and others.

Appetito launched in April 2023.

## Topics include:

- Recipes
- Chefs
- Italian food & drink trends
- Gift guides and product reviews
- News about the latest Italian foods, wines, spirits, North American restaurants and products
- Travel (to Italy and within North America, wherever Italian restaurants are found)

Expect storytelling in every form, including regular features and columns, video, audio and more.

## FRIENDS OF APPETITO

Expect to read and hear from **the most knowledgeable voices in Italian food and drink**. Many of our contributors are **well-known chefs, award-winning authors, bartenders and bakers**, who will offer features and recipes centered on Italian cuisine.

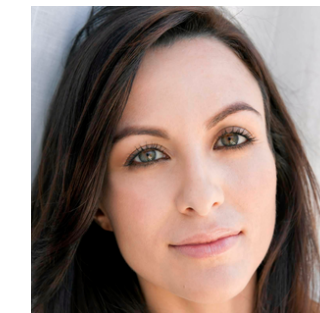
## Contributors for the launch of Appetito include:



Rocco DiSpirito



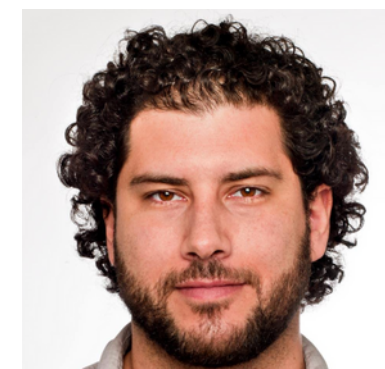
Ale Gambini



Italian Teacher  
Luna



Cara Di Falco



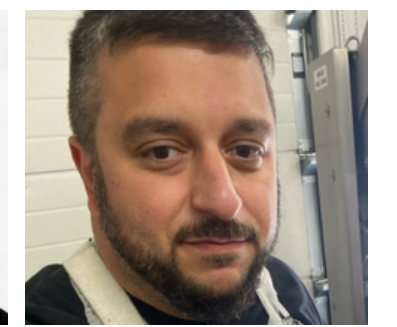
Roberto Serrini



Max Tucci



Bilena Settepani



Angelo  
Competiello

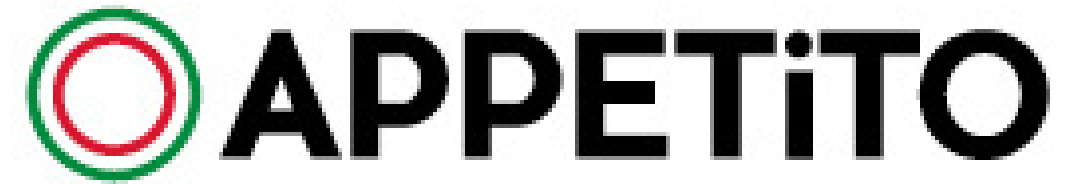
# Sponsorship & Ads

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Appetito loves to work with brands to help **connect to the Italian food and drink audience**. Here are some of the ways we can expand your reach:

- **Affiliate marketing:** Let us send Appetito readers directly to your products with an affiliate code
- **Branded content:** We can work with you to create content to feature on Appetito and on social media to showcase your products or brands
- **Sponsored content:** Run your posts alongside editorial content from Appetito
- **Video:** We work with world-class yet affordable production teams to create memorable video content
- **Custom publishing:** We can ideate and create digital or print publications to fit your needs
- **Recipe Development:** Our staff and contributors can develop delicious Italian recipes for your brand

***Email [Richard@appetitomagazine.com](mailto:Richard@appetitomagazine.com) for more details or to arrange a meeting.***



## 2023/2024 Editorial Calendar



Appetito launches in Q2 2023 and will feature the following themes/tentpoles from Q3 '23 through Q2 '24

- **SPRING 2023: Launch of [Appetitomagazine.com](http://Appetitomagazine.com)**
- **SUMMER 2023: Italy Travel**
- **AUGUST 2023: Italian wine & spirits/Special Series**
- **FALL 2023: Italian Food & Drink Gift Guides**
- **NOV/DEC 2023: Holidays, Italian-Style**
- **JANUARY 2024: 100 Names To Know In Italian Food & Drink (Special annual feature)**
- **FEBRUARY/MARCH 2024: Spring Previews**



**Grazie!**

**For inquiries, get in touch:**

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