



*your guide to*  
**EATING, DRINKING & CARRYING ON**

[foodandwine.com/fwX](http://foodandwine.com/fwX)



EAT • DRINK • CARRY ON

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**FWx, FOOD & WINE's new digital brand for food-obsessed 25-35 year olds,** is fun, loud and informed, connecting this younger audience to the latest trends, places and talents. FWx embraces social sharing and provides exclusive content for a variety of channels across multiple media platforms.

Helmed by F&W Editorial Digital Director Alex Vallis (formerly of Feast and Grub Street), FWx taps into an extensive network of regular contributors and features original video series, infographics and fresh content from our social influencers and monthly curators.

## FOOD / DRINK / SECRETS

### FWx CONTENT CHANNELS



#### MOBILE

ALL CONTENT STARTS HERE,  
EVERYTHING IS MOBILE OPTIMIZED



#### YOUTUBE

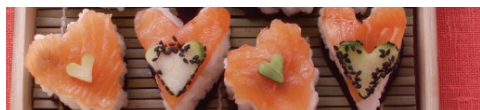
ORIGINAL AGGREGATED CONTENT  
THAT SHOWCASES FWx



#### SOCIAL

DISTRIBUTE AND CURATE CONTENT  
AND ENGAGE WITH FOLLOWERS

### FWx CONTENT



EVERYTHING YOU NEED TO KNOW  
ABOUT YOUR DATE CAN BE LEARNED  
**OVER SUSHI**

HOW TO BE  
**BESTIES** WITH YOUR  
BARTENDER



**15-SECOND  
COCKTAIL**  
THE NEW MANHATTAN

**EPIC RAP BATTLE**  
THE GAME OF THRONES MIXTAPE



SPENDING AN  
**ALL NIGHTER** WITH THE MAN  
BEHIND THE BOX

### CONTRIBUTORS

ASSOCIATE DIGITAL EDITOR & FWx LEAD WRITER

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FORMERLY OF JIMMY KIMMEL AND VH1'S BEST WEEK EVER

CHEF AND RESTAURANT INDUSTRY RAPPER

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NYC FASHION, MUSIC + FOOD SCENESTER

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