

WWD MONDAY



MEMO PAD

BACK TO THE FARM: A high-gloss magazine that discusses wine worth hundreds of dollars a bottle and rare ingredients might seem an unlikely champion of down-and-dirty farmers, but Food & Wine doesn't think so. To celebrate the 25th anniversary of the Food & Wine Magazine Classic, June 15 to 17 in Aspen, the magazine has set a target of raising \$1 million for Farm to Table, a national initiative that supports independent farmers across the U.S.

"Enjoying wine and food grown, raised or harvested locally boosts our economy, protects our farmland, provides greater quality foods and enhances our overall environment," said the magazine's editor in chief **Dana Cowin**. **Chris Grdovic**, associate publisher, said the fund-raiser will continue until the end of next year to meet its monetary target.

In addition to taking about 4 percent, or \$40, from each \$975 ticket, the magazine will plan more events to raise funds, such as a possible charity concert and is asking its advertisers to produce limited-edition merchandise to be sold during the magazine Classic. The event is expected to attract approximately 5,000 participants.

But the event isn't only about the farm. The real reason many foodies will flock to Aspen for the June event is to be near superchefs **Mario Batali**, **Bobby Flay** and **Thomas Keller** — and, of course, drink their fair share of fine wines. — **Amy Wicks**