

# How to Pitch to Food & Wine

For more than 40 years, Food & Wine has defined the American epicurean experience, from classic to cutting-edge. We're interested in pitches from writers, recipe developers, and photographers with a broad range of perspectives and backgrounds that will inspire and empower our wine- and food-obsessed audience to discover, create, and devour the best in food, drink, and travel.

**Get to know us.** If you're planning to pitch the magazine, familiarize yourself with our departments, and make it clear what section of the magazine you have in mind for your story. Be sure to check back issues and [FoodandWine.com](http://FoodandWine.com) to see if we've covered your story idea recently.

**Let us know who you are.** When we receive a pitch, we look for a clear sense of why you're the best writer for this story. Do you have a lot of expertise, experience, and authority on a topic? A personal connection to the subject matter? A singular voice and perspective? Let us know about it.

**Show us what you can do.** If you've written for other publications, please include links to any stories that you feel best represent your writing.

## Pitching to Food & Wine Magazine

Publication frequency

11 times a year

Print Readership

7.8MM (Source: MRI Doublebase 2020)

Lead Time

We typically assign articles 10 months to a year or more prior to publication date.

Response Time

Pitches to print usually take several months to be assigned, as we typically hold off on finalizing assignments until we have an entire issue planned. If your pitch is extremely timely, please pitch to our website instead. (More on that below).

Rates

Our rates for print start at \$1/word, and we offer additional compensation if travel or recipe development or testing is part of the assignment.

## Features

The strongest feature pitches are ones that tell a great story and also provide reader service, both deepening and enhancing our understanding of the world of food or wine and giving the reader something they can use (great recipes, a better handle on the principles of baking, an exciting travel itinerary, etc.) Features typically include several recipes; pitches should include notes on who or where recipes would come from, if recipes are part of the story proposal.

Examples of features we assigned:

- [How to Make Lunch Last All Day Long](#)
- [The World's Best Spud Recipes Come From This Potato Paradise](#)
- [Chinatown, USA: Explore the history, ubiquity, and allure of American Chinatowns—from their beginnings as immigrant havens to the new crop of restaurants that celebrate their legacies.](#)
- [Mother, Militant, Empath, Hard-Ass: A look at what drives Claudette Zepeda's cross-border cooking.](#)

Pitch features to [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)

## Obsessions

For our front-of-book trends and culture section, Obsessions, we accept freelance pitches for the following columns:

**The Innovator:** A one to two-page profile of a chef, author, or culinary industry pro doing something especially exciting that hasn't yet gotten a ton of mainstream media coverage. When pitching, please identify opportunities for service-driven sidebars (recommendations from the profile subject given their area of expertise, etc) or any recipe potential.

**The Ode:** First-person essays with a strong point of view about a recipe, experience, ingredient, or culinary tradition. These typically run one to two pages in length, and may have the potential for a short recipe. Examples:

- [Devote A Day to Simmering This Ox-Tail Stew](#)
- [When Nanner Puddin' Means It's Going to Be OK](#)
- [An Ode to Focaccia Col Formaggio, The Pride of Italy's Liguria's Region](#)

**Trendspotting:** This column covers ingredients or products that are *really* enjoying a moment on grocery store shelves, Instagram, and/or menus—think cacio e pepe-flavored everything, or matcha madness. These pitches should have a relatively timely hook and be easily purchase-able or experiential for the reader.

Please direct Obsessions pitches to [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)

## Handbook

This section delivers recipe instructions and weekday-friendly recipes inspired by what's in season and what chefs are doing in their restaurants, but streamlined for home cooking.

Pitch Handbook ideas [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)

### **Bottle Service**

In this department, we cover all things wine, spirits, n/a beverage, beer, cocktails, sake, and more, typically including recommended bottles that should be widely available for purchase. Stories can include recipes, but don't have to. We typically publish one Bottle Service story per issue. (General wine or spirit roundups—e.g. “10 Best Pinot Noirs”—should not be pitched as those are covered by the What to Drink Next column, which is written in-house.)

Stories are typically 1-3 pages long.

Examples of Bottle Service stories we assigned:

- [Spain's Vermouth Renaissance](#)
- [Put Snow Tires on That Margarita!](#)

Pitch Bottle Service ideas to [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)

### **Travel**

In this section, we point readers towards great domestic and international travel experiences for food-and-drink obsessed travelers. Pitches should indicate whether you've already traveled or have arrangements in place to go, via a press trip or pre-existing travel plans. We accept freelancer pitches for the following columns.

Wine Flight: features a wine region worth visiting and typically includes wineries and tasting rooms, restaurants, and hotels.

Examples of Wine Flights we've assigned:

- [Summer in the Savoie](#)
- [Ancient Soil, New Roots](#)

Where to Go Next: features a great city or region for food-obsessed travelers to visit, and typically includes sidebars on Where to Eat, Drink & Stay noting exciting restaurants, bakeries and other specialty shops, and hotels.

Examples of Where To Go Next we've assigned:

- [Small But Mighty](#)
- [The New Sonoma](#)

Pitch Travel stories to [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)

**FoodandWine.com**

Foodandwine.com is looking for compelling stories about cooking, restaurants and chefs, culinary travel, experiential culinary opportunities, food and drink product recommendations, and opinionated takes on news. We also publish personal essays by writers from a wide range of backgrounds and with different points of view. If you pitch a first-person essay, we'd like to know why you're the best person to write the piece and what perspective you'll bring to the story.

Our [F&W Pro](#) vertical publishes stories about the restaurant industry intended for both a trade audience and the average reader. Common topics include: best practices for owners and workers, how to cope with the changing hospitality landscape, first-person essays about restaurant work, among others.

If you have an idea for a type of story we don't usually publish, it still could be worth pitching; we're open to good ideas that are a little outside of our wheelhouse. Please include headline options in your pitch to help editors understand the appeal of the story as well as links to recent clips.

Please send pitches to: [fw.editors@foodandwine.com](mailto:fw.editors@foodandwine.com)