

For Immediate Release

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THE DAILY MEAL REVEALS ITS 2012 FOOD CELEBRITY HALLOWEEN MASKS

Forget Ghouls, Goblins, and Witches — Be Your Favorite Chef or Food Personality This Halloween

New York, NY (October 22, 2012) — Bringing food and Halloween enthusiasts this year's best disguises, The Daily Meal — Spanfeller Media Group's (SMG) mega food site — has revealed its second annual collection of **13 Food Celebrity Halloween Masks**. These culinary disguises are sure to turn heads at costume parties and candy-allotting doorsteps alike.

"Celebrity and pop culture allusions are dominating the costume aisles. Given that our community loves food, we want to provide them with the tools and tips to imitate their favorite personalities," said Colman Andrews, editorial director of The Daily Meal. "Like any other community, it's a way for us to share a tradition with our fans as well."

The Daily Meal's 13 Food Celebrity Halloween Masks include:

ANDREW ZIMMERN Unfortunately, even with zombie eyes, Zimmern is still a cutie patootie. Your best bet is to carry around an array of creepy crawlies and then devour in front of horrified strangers.

PAULA DEEN The pairing of creepy eyeholes with that giant mouth of pearly whites gives this mask an air of Southern-inflected terror. "I'm going to feed you several sticks of butter, y'all."

ANTHONY BOURDAIN Put on a disgruntled, hungover persona and prepare off-the-cuff monologues about how authentic/unbelievable/stupid some new/old/rediscovered food/culture/custom is.

GUY FIERI This makes the perfect Halloween mask if you think about it: instant recognition of the spiked white(ish) hair, piercings, fire-decal clothes, and complicated matching (dyed?) facial hair.

MARIO BATALI By all accounts, this chef-restaurateur and TV celebrity just seems like a guy you'd like to party with. Even cutout zombie eyes don't do much to make him look scary.

SANDRA LEE Cher, Madonna, Cleopatra — it seems only right, given all the times Aunt Sandy has dressed up in these costumes, that the Food Network's queen of Halloween should get her own mask.

For more food celebrity masks, visit: <http://www.thedaily meal.com/13-food-celebrity-halloween-masks>.

About The Daily Meal

The Daily Meal covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site's multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America's Most Successful Chefs, 101 Best

Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal's hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).