

BA CITY GUIDES LAUNCHES MONDAY, APRIL 18

NEW YORK, April 18, 2016 – Sure, there are plenty of city guides online. But none of them bring together such an immersive 360 experience, curating the best in food, drink, shopping, and hotels. Introducing *Bon Appétit's* BA City Guides, which tell hungry travelers exactly where (and what) to eat in ten great American cities.

Launching April 18, at bonappetit.com/city---guides, this new experience from the No. 1 food lifestyle brand offers the best in editorial and digital product, combining the insights of *Bon Appétit's* award---winning staff—from deputy editor Andrew Knowlton and senior editor Julia Kramer, who spend four months of the year traveling the country in search of the year's 50 best new restaurants, to tastemaker Christine Muhlke, who's as interested in culture and tabletop finds as she is in finding the best restaurants—with technology optimized for on---the---go travelers.

“The first thing I do when I land in L.A. or Chicago is call Christine or Andrew for where to eat,” says editor in chief Adam Rapoport. “Now every *BA* reader can get their favorites, including their Pro Tips for when to go, how to finagle a table, what to order, and what to bring home.”

Each *BA* City Guide is optimized for mobile phones and features an integrated Google Maps experience so users can quickly find the best places near them with a single tap. Each city has been curated to include simply the ten must---visit restaurants, with a Hit List of the three places you *have* to try—perfect for those traveling for business or on a long weekend. Additional content goes deep on local specialties, from Austin's taco trucks and San Francisco's best pastries to the United Nations of food that is Atlanta's Buford Highway.

“This isn't some listings website,” Rapoport says. “It's real people giving real advice, like how to skip the line at Franklin Barbeque in Austin. It's like a microscopic magazine editor in your pocket.” And who doesn't want that?!

BA City Guides transform tourists into locals with intel on the hottest spots in ten cities: Atlanta, Austin, Charleston, SC, Chicago, Los Angeles, New Orleans, New York, Portland, OR, San Francisco and Seattle. Philadelphia, Miami, D.C., Boston, and Las Vegas will roll out by July, bringing the total to 15, with the guides updating constantly as *BA's* editors travel the country in search of the next great meal.

Chase Sapphire Preferred is a launch sponsor. Charleston Convention & Visitors Bureau joins Kia Sportage as sponsors.

About *Bon Appétit*

Bon Appétit is where food and culture meet. The award---winning No. 1 food lifestyle brand covers food through the lens of cooking, fashion, travel, technology, design, and home. *Advertising Age* named *Bon Appétit* brand of the year, the magazine was the No. 1 magazine on the A list and Pamela Drucker Mann was named Publishing

Executive of the Year. That marks four consecutive years on the *Advertising Age* A list and 4 years on the *Adweek* Hot List. *Bon Appétit* has also been nominated for 22 National Magazine Awards, including wins in 2014 for General Excellence and Photography.