



Appetito Magazine Is Now Served

An Online Publication Dedicated to Italian Food & Drink, Appetito, Launches Today

New York, NY
April 5, 2023

Appetito, an online publication dedicated to Italian food and drink, has launched. The co-founders, food publishing veterans, **Andrew Cotto** and **Richard Martin**, have dedicated their site to the belief that Italian gastronomy provides one of life's greatest pleasures, as well as a portal to a lifestyle that inspires health, wellness and a high quality of life.

The site (www.appetitomagazine.com) will cover restaurants, recipes, chefs, nutrition, travel, trends, news and anything else that contributes to the remarkable palette of the Italian palate in America. Initial contributors include chefs Rocco DiSpirito, Ale Gambini and Jordan Frosolone; cookbook author Katie Parla, and Gen Z influencer Bilena Settepani. There will be regular tutorials, both in print and on video, of cooking demos, Italian food language lessons, nutritional recommendations, wine pairings, and cocktail making. There will be a unique editorial feature with each season.

The site is a self-funded start-up with plans to monetize through partnerships, brand collaborations, affiliate programs, advertising and subscriptions.

The targeted demographic is anyone who speaks English and enjoys Italian food and drink. The co-founders believe that is an estimated 90% of the population.

The co-founders are: Andrew Cotto as Editor-in-Chief, and Richard Martin as Publisher and Managing Editor. Cotto is an award-winning author of seven novels who has written extensively about Italian food in his fiction and for many publications, including The New York Times, Italy Magazine, Men's Journal and Conde Nast Traveler. Martin is a longtime lifestyle editor, writer and media start-up expert. He has launched well-known publications and websites including Complex and Complex.com, Food Republic,

Manhattan magazine, Miami magazine, and now, Appetito. Richard is also co-author of the forthcoming 6-volume series of books, *Preserved*, to be published by Hardie Grant beginning in October 2023.

Andrew met Richard when the latter was the U.S. Editor at Milan-based *La Cucina Italiana* and Andrew was an enthusiastic contributor. When that seminal magazine ceased their American coverage and operations, Richard and Andrew decided to fill the void with their own version of this venerable gospel.

“Italian food in America brought me to Italy; the food of Italy convinced me to move there for a year to pursue my dream of being a writer,” Cotto says. “And my writing has been heavily influenced by this passion for Italian gastronomy since I believe it is a tremendous source of good in the world that informs health and wellness. This is the story I want to tell.”

"This is a great time to launch Appetito," Martin says. "The consolidation of media companies and the shakeout of websites and social media presents an opportunity for a focused digital brand such as Appetito. A niche as significant as Italian food and drink deserves a dedicated space, and Andrew and I are creating one for a large, hungry community of home cooks, restaurant lovers and enthusiasts."

All inquiries can be directed to:

andrew@appetitomagazine.com

richard@appetitomagazine.com