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Food marketing firm launches online PR portal for food producers, press

Florida-based food marketing firm hires national food writer and launches PR website for the gourmet and specialty food industry.

/24-7PressRelease/ - CLEARWATER, FL, May 09, 2008 -- Gourmet Business Solutions, a leading management consulting and marketing firm announced the launch of their new and innovative online PR (public relations) portal dedicated to the gourmet and specialty food industry today.

Food manufacturers and producers can use the site, www.GourmetFoodPR.com, to upload press releases, get help writing and distributing press releases, and network with members of the press that are seeking new and exciting food-related content for articles. Additionally, food companies can use the site to find unrecognized reasons to publish an article by completing an online questionnaire, or by submitting products for a video review, which evaluates products on objective and/or subjective criteria in a more intimate, filmed setting for website readers.

Food writers and members of the press can take advantage of GourmetFoodPR.com's fast-growing online database of the latest food press releases, and articles, including new food startup announcements, new product launches, and product reviews. Writers looking for the freshest, up-to-the minute information can stay in-tune by subscribing to GourmetFoodPR.com's RSS feed or opt-in email newsletter.

Founder Ryan Montague launched GourmetFoodPR.com as a much-needed resource for food purveyors and members of the food press alike.

"The gourmet and specialty food industry is inundated with small food producers that take a 'do-it-yourself' approach to writing press releases and making press contacts", said Montague. "Additionally, many of these companies are also leaving a lot on the table by failing to search internally for newsworthy content that can create increases in PR initiatives by 30-50% annually."

Realizing the enormous potential for a unique model such as GourmetFoodPR.com, Montague brought in long-time colleague and renowned food writer, Brooks Hamaker to assist in management of GourmetFoodPR.com. Hamaker, a food industry veteran, brings decades of experience as an entrepreneur, national food writer, and internet consultant to the food industry.

For more information and press inquiries, visit www.GourmetFoodPR.com, or contact Mr. Montague or Mr. Hamaker directly.

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Gourmet Business Solutions is a leading management consulting and marketing firm dedicated to the Gourmet and

Specialty Food Industry. We specialize in new venture/new products launches, online marketing, traditional marketing, web & ecommerce initiatives, and direct sales training, consultation, and implementation. We currently maintain 100% client satisfaction and pride ourselves on direct, concise work with proven results