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Club Med’s Inaugural Food Blogger Camp Shares Recipes for Success, Online and Off

Food Bloggers & Photographers Convene at Club Med Ixtapa Pacific to Teach Best Practices

(Miami—September 15, 2009) Ten notable food writers, bloggers and photographers will lead a series of instructive seminars for the first annual [Food Blogger Camp](#) at Club Med Ixtapa Pacific, January 9-16, 2010. Created by food bloggers for food bloggers, this event will help bloggers sharpen their skills while soaking up the sun and local flavor at the all-inclusive [Club Med Ixtapa Pacific](#) on the lush western coast of Mexico.

“Club Med’s Food Blogger Camp will offer a chance for food bloggers to share their expertise and insights in hands-on workshops,” said Elise Bauer, founder of [Simply Recipes](#), a popular food and cooking blog that receives over 3 million visitors a month. “We’ll explore all the elements that make for a successful food blog, such as writing, photography, community building and the best practices for building traffic.”

Each day, renowned bloggers and food writers will teach workshops on how to improve blog, photography and multimedia skills. Beyond the seminars, the bloggers will lead a walking tour of the colorful Zijuatanejo market, taste tacos and tequilas, visit the fisherman’s market and talk with local farmers about sustainable agriculture. The week will feature a variety of topics and first-hand experiences, giving participants the opportunity to experience all the ingredients of a successful food blog.

Highlights include the “Food Writing with Your Senses” workshop, hosted by [Dianne Jacob](#), author and judge for the Beard and IACP national book awards. Additional experts, such as professional food stylist Adam Pearson and food photographer Matt Armendariz of [Matt Bites](#), will host workshops on how to prepare, present and enjoy a meal that will wow dinner guests and readers alike.

“What a great way to learn more about the craft of food blogging,” said Dianne Jacob, guest instructor and author of [Will Write for Food](#). “Not only will we delve into the

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techniques and skills in a gorgeous setting, but guests get to network and build friendships during meals and activities. That is invaluable.”

For seasoned bloggers looking to take their work to the next level, successful authors [Jaden Hair](#) and [David Lebovitz](#) will share the ins and outs of getting published. Their industry insights will focus on all aspects of the publishing realm, such as drafting a proposal and working with or without an agent.

Other popular bloggers and photographers on hand include Diane Cu and Todd Porter of [White on Rice Couple](#) and Michael and Donna Ruhlman of [Notes from the Food World](#).

Club Med Ixtapa Pacific recently underwent a \$20 million transformation, resulting in a complete upgrade of the resort’s shared spaces, enlarged rooms and the creation of suites. A Mexican hacienda-style family resort, Club Med Ixtapa Pacific offers a carefree all-inclusive vacation with spectacular beachfront sceneries. Indulge at the spa or relax on a lounge chair on the breathtaking beach when not dining at one of three restaurants, including a contemporary fusion style dining experience.

Food Blogger Camp offers flexible stays from three to seven nights, with rates ranging from \$599 to \$999 per person based on double-occupancy.

For more information on Club Med’s Food Blogger Camp, or to make a reservation, visit www.foodbloggercamp.com. See weekly interviews with the participating food bloggers at Club Med’s newly launched social media site, www.ClubMedInsider.com.

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