



sizzle

M A G A Z I N E

Sizzle magazine editorial guidelines

If you are interested in being published, sharing your culinary school's announcement and/or student achievements or becoming a subject-matter expert, *Sizzle* magazine can help you achieve that goal. Even if you have never written an article or provided a media interview, *Sizzle* can help you understand the media process, promote the culinary program and your expertise.

It is important to know that magazines follow strict editorial guidelines, so not every idea that is pitched can be accepted. However, with the right information and a little research you can make your pitch fit *Sizzle*'s editorial guidelines and possibly see your writing or quote in print.

Chef/student contributed articles

Three departments are available for chef instructors to pitch *Sizzle* for consideration. Editorial inquiries should be directed to **Stacy Gammill** by email at sgammill@acfchefs.net.

- By Degrees
- Classical V. Modern
- Regional or international cuisines
- Wine, beer or beverage pairing articles

Check out the general description of each department below. Please contact the editor for availability and a full description of the topic and editorial submission requirements. *Sizzle* publishes four times a year.

Subject-matter expert

If you are not interested in writing an article, but would like to share your expertise on a culinary topic for a feature piece in *Sizzle*, please review *Sizzle*'s editorial calendar at www.acfchefs.org/sizzle.

Once you have determined the topic that you are interested in being a media source, email the editor two months in advance of the publish month for consideration.

News bites

Sizzle publishes a news bite section in every issue called Amuse-Bouche. This section reports on industry trends, young chef/student achievements and happenings, culinary education news and culinary books. To submit news for consideration, send a press release and a high-resolution photo to the editor at sgammill@acfchefs.net. News is generally accepted up to two weeks before the magazine is produced. Check with the editor for production schedules.



Chef-submitted editorials:

By Degrees

A professional chef/culinary instructor demonstrates a culinary technique they feel is important for students to master in 6-7 steps through photos and brief descriptions. In addition, they write **300 words** on the history/background of the technique, why it is important for a culinary student to know and why they are particularly fond of the technique. The chef is responsible for **photography**.

Classical v. Modern

A professional chef/instructor pairs with a young cook or student and they prepare two versions of a classical dish. The student/cook prepares the classical recipe and the more experienced chef prepares the modern version. The idea behind this department is to present a single dish that students would do well to learn prepared in the classic form first and then in a modern

way. The team is responsible for preparing and writing the **recipes** and **photography**. There is **no word count** for this article. There is also an interview portion for the article. The chef and student would be required to answer questions from the editor to complete the article.

Regional or International Cuisines

This department focus is on regional or international food scenes. The chef would need to have extensive knowledge of the region or country from experience (for example, you were born there, childhood trips there, parents/grandparents are from there and ingrained the culture in you) or have just returned from an extensive trip in that country/region. The article is a combination of facts and history of the cuisine, ingredients and flavors.

common to the cuisine, common cooking methods and/or food customs and traditions. The chef is responsible for submitting **1,500 words and photographs** to accompany the story.

Slice of Life

Slice of Life is written by a culinary student (or former student) regarding his/her internship/externship, apprenticeship or on-the-job training. The experience should not be older than nine months. This section takes readers through a day of the young cook's life. The student would need to submit **800 words** in a timeline format with **accompanying photos** and a **headshot**.

Wine, Beer or Other Beverage Articles

Share your expertise in wine, beer or beverage pairing. Articles should be written for an audience with little to no prior knowledge of beverage and menu pairing. The chef is responsible for submitting **no more than 1,500 words**. **Photographs** should be **high-resolution**. Articles should review basic terminology, menu pairing options and touch on geographic influences.