

MEDIA/PUBLISHING

## Bon Apptit brings upscale delivery to readers in Chicago

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Food publication *Bon Apptit* is offering takeout orders of its most popular recipes. Image credit: *Bon Apptit, Delivered*

By STAFF REPORTS

Cond Nast's *Bon Apptit* has launched what it calls a "virtual restaurant" as the media group continues to experiment with direct-to-consumer initiatives to boost revenues.

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In a partnership with food delivery platform GrubHub, *Bon Apptit* is offering consumers the chance to order takeout dishes curated by the *Bon Apptit* test kitchen. *Bon Apptit, Delivered* is now available exclusively in Chicago for lunch and dinner orders.

"For those times when you just don't want to cook, we're making our favorite things to eat right now available for delivery," said Adam Rapoport, editor in chief at *Bon Appetit*, in a statement. "From sambal chicken skewers to our garlickiest fried rice and so much more, these delicious meals will come fully prepared, right to your door."

Gourmet deliveries

The *Bon Apptit, Delivered* menu is inspired by the brand's most popular dishes from its magazine, Web site and social media. The publication's test kitchen develops the recipes and is partnering with Chicago-based multi-concept restaurant group Lettuce Entertain You Enterprises to make the virtual restaurant's meals, as there is no storefront component.

The menu focuses on seasonal ingredients, such as cauliflower and butternut squash, and prices range from \$6.96 to \$22.95. Available dishes include salmon with lemon-sesame sauce and cauliflower rice and baked pasta with sausage and broccolini.



*Bon Appetit, Delivered is now in Chicago exclusively through Grubhub. Image credit: Bon Appetit*

Publishers including Cond Nast are pushing new ways to reach audiences and advertisers.

*Bon Appetit* previously teamed with a luxury beauty brand on a special endeavor.

Este Laude "got saucy" alongside *Bon Appetit* magazine's senior food editor Alison Roman, as it teamed up to share a family recipe with its online community.

On social media, Este Lauder shared an image of a handwritten recipe card with a tube of opened red lipstick lying on the page. Copy accompanying the image encouraged followers to click-through to find out what brand founder Este Lauder's secret tomato sauce ingredient was ([see story](#)).

Similarly, Cond Nast shelter publication *Architectural Digest* launched a members-only platform, as the media group looks to further engage professionals. AD Pro debuted in April and includes exclusive news, trade tools and services, as well as access to special events ([see story](#)).

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