



## ICON50: Ford and Zagat Celebrate 50 Years of Mustang, Its Influence on Pop Culture, and the Power of Food in America

- Celebrating 50 years of Mustang, Ford Motor Company and Zagat name 10 teams of innovative chefs who embody the spirit of the iconic pony car while shaping the future of the culinary scene in America
- ICON<sup>50</sup> culinary innovators include April Bloomfield, David Bouley, Roy Choi, Dominique Crenn, Curtis Duffy, Nick Kokonas and Grant Achatz, Barbara Lynch, Ken Oringer and Jamie Bissonnette, Nancy Silverton, and Mike Solomonov
- Launched in September, ICON<sup>50</sup> unites the all-new Ford Mustang with cultural experts from a variety of fields. Along with Zagat, Hard Rock Hotel & Casino, ESPN The Magazine and Mashable are working to identify cultural drivers in music, sports, and technology and design

Ford Motor Company and Zagat are working together to name 10 teams of up-and-coming chefs who are shaping the future of the culinary scene in America. This is the second installment of the ICON<sup>50</sup> program – an ongoing celebration of the 50th anniversary of Ford Mustang and its influence on popular culture.

From discovering exciting new eateries located off the beaten path and fresh tastes that awaken the palate, together, Mustang and food have the power to push boundaries and encourage a sense of adventure and exploration, unveiling aspects of culture that inspire and delight. In collaboration with Zagat, the leading provider of consumer-generated restaurant reviews, Ford is inviting culinary enthusiasts to destinations around the country that are making their mark on America's food culture.

“For 35 years, Zagat has inspired us to go out and explore new restaurants and culinary destinations, helping to shape the food map of America,” said Melanie Banker, Mustang brand manager, Ford Motor Company. “This sense of freedom and exploration is synonymous with Ford Mustang, and what the car has represented over the last five decades. We're excited to be working with Zagat on this unique program taking a look at the future of the culinary scene, and we invite Americans to get a taste of what's next.”

ICON50 chefs are:

- April Bloomfield of The Spotted Pig, New York
- David Bouley of Bouley Restaurant, New York
- Roy Choi of Kogi Korean BBQ Truck, Los Angeles
- Dominique Crenn of Atelier Crenn, San Francisco
- Curtis Duffy of Grace, Chicago
- Nick Kokonas and Grant Achatz of Alinea and Next, Chicago
- Barbara Lynch of No. 9 Park, Boston
- Ken Oringer and Jamie Bissonnette of Toro and Coppa, Boston
- Nancy Silverton of Mozza, Los Angeles
- Mike Solomonov of Zahav, Philadelphia

“There was a time when fine dining meant eating on china and crisp, white tablecloths, but that's no longer the case,” said Tim Zagat, cofounder of Zagat. “From local taquerias to food trucks, some of the best food can be found in the most unexpected places. We're thrilled to be working with Ford to inspire people to hit the road and explore what's next in the culinary industry.”

Launched in September, ICON<sup>50</sup> will continue over the next several months, working to identify cultural drivers helping to define a new generation in music, food, sports, and technology and design. The unique program encourages Americans to rekindle their sense of adventure behind the wheel of the all-new Mustang. Along with Zagat, experts from Hard Rock Hotel & Casino, ESPN The Magazine and Mashable are curating a list of 50 innovators and designing themed driving routes across America. The next list and driving route will be released with ESPN The Magazine in early 2015, focused on sports.

### **Cooking up what's next**

From the release of Julia Child's "Mastering the Art of French Cooking" in the 1960s to the birth of the farm-to-table movement in the 2000s, the food industry is continuously turning new corners. Through experimentation and creativity, chefs are pushing culinary boundaries and reinventing the dining experience. According to a recent survey commissioned by Ford as part of ICON<sup>50</sup>, more than half of Americans are looking to experiment when it comes to what they eat, with 55 percent believing they would be among the first to try new food.

Zagat and Ford have developed a foodie road map to encourage consumers to hit the open road and try new experiences. The map outlines two unique driving routes featuring must-try culinary destinations.

Along the East Coast, the route begins in Boston, with stops at restaurants offering a range of unique styles and experiences, from rustic-Americana cuisine to "haute backyard" dining. The route then turns south – through New York City, Philadelphia and Washington, D.C. – then heads for Chicago in the Midwest before turning south again, to New Orleans.

From San Francisco to Los Angeles, the route along the West Coast offers delicious dishes from bakeries, cantina-style dining and more. An interactive map featuring this route and key points of interest can be found at <http://www.fordmustangicon50map.appspot.com/#>.

### **Why Mustang is a pop culture icon**

Early on, Mustang's unique combination of style, performance and affordability established an entirely new class of sports car. Its impact goes well beyond the more than 9.4 million cars sold in its 50 years of continuous production.

On sale now, the 2015 Ford Mustang is the most advanced pony car yet, featuring an all-new, sophisticated design and a host of innovative new technologies and connectivity systems.

Next year for the first time, Mustang will go on sale globally to customers in more than 120 markets, including right-hand-drive markets.

### **About Ford Motor Company**

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).

## About Zagat

Zagat Survey is the world's most trusted source for information about where to eat, drink, stay and play around the globe, and as such has become a symbol of quality. Zagat Survey rates and reviews airlines, restaurants, hotels, nightlife, movies, music, golf, resorts, shopping, spas and a range of other entertainment categories in more than 100 countries. It has been lauded as the "most up-to-date, comprehensive and reliable guides ever published" and as "a necessity second only to a valid credit card." Zagat content is available in print, on the web, on the mobile web, iPhone, BlackBerry and on TV. For more information, visit [www.zagat.com](http://www.zagat.com).