

The Winner of the Martha Stewart Big Idea Contest is ...

drumroll please ... a new food allergy magazine! This is a food allergy and sensitivity website after all. Do you think we would be so excited to make the big announcement if the digital scrapbook idea had one? For those of you who are new to the "Big Idea," Martha Stewart Living pooled ideas from their staff for future media. The ideas were narrowed down to seven finalists and then posted to the Martha Stewart blog where viewers were encouraged to vote. The polls were closed on February 7, and today, the winners were announced on the Martha Stewart show. That is correct, two winners were chosen, both magazines ...

The ideas for two new publications, one focused on food allergies and one targeted at pet lovers beat out the competition, which included a Martha Stewart store, e-scrapbook, collecting publication, line of home merchandising, and an MSLO employee cookbook.

This Big Idea for food allergies was pitched by Alexis, the Deputy Home Editor at Martha Stewart Living Omnimedia. We can expect this new magazine to encompass the following:

"... a special magazine that offers delicious allergy-friendly recipes, making life for people with food allergies and sensitivities easier and more delicious."

Alexis proposed this Big Idea because "Millions of people, including myself, can't eat nuts, dairy, wheat or gluten, and I'd like to empower people to make great recipes even if they can't use all the standard ingredients."

Unfortunately, it is unknown at this time if MSLO will actually proceed with a food allergy magazine, or rather just incorporate some food allergy stories in their current magazine.