



## Nice Eats

Alison Brod appears as judge in Food Network pilot, 24 Hour Restaurant Battle

(NEW YORK) Alison Brod is best known in fashion and beauty circles for her public relations and branding agency, Alison Brod Public Relations, but it turns out, she has some equally serious cred in foodie circles. "When I was 23, I somehow got a job as the PR director for Restaurant Associates in New York," she explains. "I talked my way into it. They really didn't know how old I was, but I knew the names of all the food critics. When they picked me over 200 applicants, it was because I was the only one who knew the name of the writer for the New York Times. I've been very involved in the food world ever since."

No wonder, then, that executive producer Bryan Landau called Brod when casting a new Food Network show, entitled 24 Hour Restaurant Battle. Brod will appear as a judge alongside Scarpetta's Scott Conant and Town's Geoffrey Zakarian, as well as Time Out's Gabriella Gershenson. The foursome will watch as two teams scramble to create a full-service restaurant in yes, 24 hours on a very tight budget.

"Scott and Geoffrey have a funny back-and-forth," says Brod. "They're very seasoned and funny and quick, and Gabriella is very intuitive." The four became fast friends after spending an entire day--from start to finish--together. "We ate at very funky times, and by the time I was giving quotes at 1 a.m., the double dinners were already in full effect."

While Brod couldn't offer a calorie count on the foods consumed, she did admit that the job requires mostly tasting. "These aren't professional chefs, so it's not as if you're eating 4-star cuisine," she explains. "It's not all super-delicious."

Tonight, Brod plans to watch the pilot, which airs at 10 p.m. on the Food Network, from the comfort of her couch-- after she celebrates her 16th wedding anniversary, that is. "We're going to the new Surrey Hotel to eat at Café Boulud," she revealed. "But after 16 years, I'd be perfectly fine ordering a pizza and watching a TiVo-ed Nip/Tuck!"

ASHLEY BAKER