



# Amaze Relaunches The Food Channel Website, Revitalizing a Leading Culinary Media Brand

**New FoodChannel.com features modern design and improved performance to elevate recipe discovery experience**

NEWPORT BEACH, Calif., Dec. 02, 2025 (GLOBE NEWSWIRE) -- [\*\*Amaze Holdings, Inc.\*\*](#) ([NYSE American: AMZE](#)) ("Amaze") a global leader in creator-powered commerce, today announced the official relaunch of [The Food Channel®](#), unveiling a refreshed website that honors the brand's rich culinary legacy while introducing a modernized platform experience for creators and fans.

The redesigned [FoodChannel.com](#) features updated navigation, a streamlined layout, and enhanced performance to make discovering recipes, culinary inspiration, and food trends easier than ever. The new site provides a more visual, intuitive experience and sets the foundation for future interactive features and e-commerce integrations.

"Relaunching The Food Channel website is an important step in revitalizing one of the most recognized names in culinary media" said Aaron Day, CEO of Amaze. "Our goal is to modernize the platform while maintaining the heritage and credibility that audiences have known and loved for decades. This new site gives us the foundation to introduce richer experiences, smarter technology, and new ways for people to engage with the food content they love."

Danielle Pederson, CMO of Amaze, added: "The Food Channel has an incredible legacy and a remarkably loyal audience. With this relaunch, we're not just refreshing a website, but setting the stage for a new era of culinary discovery. The updated design, improved interface, and pending integrations of creators and Amaze technology opens the door for enhanced content and a more dynamic digital presence."

In the coming weeks, Amaze will launch a creator pilot program for The Food Channel, inviting select creators to contribute their content and help shape the future of the platform.

Amaze will roll out additional enhancements in 2026 as part of a broader expansion, which will include expanding the creator program for chefs and food influencers. This next phase will introduce new tools, interactive features, and creator-centric capabilities designed to deliver an immersive, community-driven experience that deepens engagement and further integrates Amaze's commerce technology across The Food Channel ecosystem.

Founded as a print publication in 1989, The Food Channel transitioned online in 1993 and later joined the USA Today network in 2017 to expand its reach. With over three decades of culinary leadership, The Food Channel has continuously adapted to new mediums and

platforms, making it easy for food enthusiasts to indulge in their passion and explore the many ways food intersects with life. Amaze's ownership builds upon that legacy, providing creators with the AI-backed technology and suite of tools needed to achieve sustainable success.

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**About Amaze:**

Amaze Holdings, Inc. is an end-to-end, creator-powered commerce platform offering tools for seamless product creation, advanced e-commerce solutions, and scalable managed services. By empowering anyone to "sell anything, anywhere," Amaze enables creators to tell their stories, cultivate deeper audience connections, and generate sustainable income through shoppable, authentic experiences. Discover more at [www.amaze.co](http://www.amaze.co).

**About The Food Channel:**

The Food Channel has been a trusted source for food & beverage enthusiasts since 1989. The company built a loyal following by offering consumers informative recipes, articles and videos about food and culture, and providing a platform where content-makers can share their food-related content. The company is transforming into a platform to enable food & beverage creators and influencers to monetize their audiences, and adding e-commerce, online culinary classes, virtual cooking events, and culinary travel experiences.

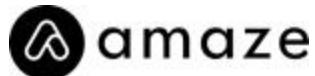
**Cautionary Note Regarding Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). These statements relate to future events and developments or to our future operating or financial performance, are subject to risks and uncertainties and are based on estimates and assumptions. Forward-looking statements may include, but are not limited to, statements about our planned acquisitions, strategies, initiatives, growth, revenues, expenditures, the size of our market, our plans and objectives for future operations, and future financial and business performance. These statements can be identified by words such as such as "may," "might," "should," "would," "could," "expect," "plan," "anticipate," "intend," "believe," "estimate," "predict," "potential" or "continue," and are based our current expectations and views concerning future events and developments and their potential effects on us.

These statements are subject to known and unknown risks, uncertainties and assumptions that could cause actual results to differ materially from those projected or otherwise implied by the forward-looking statement. These risks include: our ability to execute our plans and strategies; our limited operating history and history of losses; our financial position and need for additional capital; our ability to attract and retain our creator base and expand the range of products available for sale; we may experience difficulties in managing our growth and expenses; we may not keep pace with technological advances; there may be undetected errors or defects in our software or issues related to data computing, processing or storage; our reliance on third parties to provide key services for our business, including cloud hosting, marketing platforms, payment providers and network providers; failure to maintain or enhance our brand; our ability to protect our intellectual property; significant interruptions, delays or outages in services from our platform; significant data breach or disruption of the

information technology systems or networks and cyberattacks; risks associated with international operations; general economic and competitive factors affecting our business generally; changes in laws and regulations, including those related to privacy, online liability, consumer protection, and financial services; our dependence on senior management and other key personnel; and our ability to attract, retain and motivate qualified personnel and senior management.

Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are included in our Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other future filings and reports that we file with the Securities and Exchange Commission (SEC) from time to time. Given these risks and uncertainties, you should not place undue reliance on these forward-looking statements. Also, these forward-looking statements represent our estimates and assumptions only as of the date of the press release. Unless required by law, we undertake no obligation to update or revise any forward-looking statements to reflect new information or future events or developments.



Source: Amaze Holdings, Inc