

Seamus Mullen's Hero Food

How Cooking with Delicious Things Can Make Us Feel Better

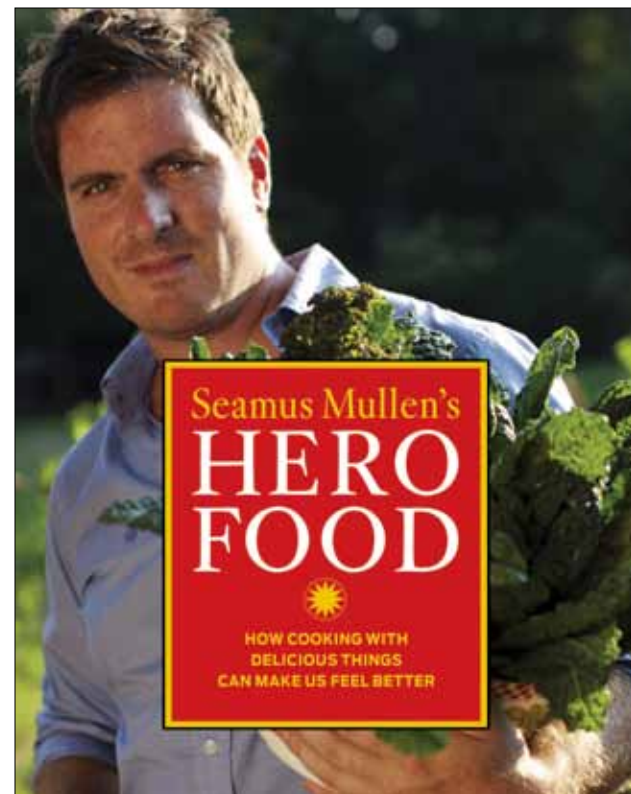
SEAMUS MULLEN

From celebrity chef Seamus Mullen, *Hero Food* is not only a cookbook, but a personal philosophy of well-being. The subtitle says it all: "How Cooking with Delicious Things Can Make Us Feel Better."

Mullen was diagnosed with rheumatoid arthritis five years ago, and in that time, he has discovered how incorporating 18 key ingredients into his cooking improved his quality of life. In *Hero Food*, he shows how to make these key ingredients, or "hero foods," your cooking friends; they can be added to many dishes to enhance health and flavor.

Hero Food is divided into four sections, each devoted to a season. Each season is introduced with a richly imaged "movie," providing the context of Seamus's life and the source of many of the imaginative and beautiful recipes contained in each seasonal section.

Seamus's "heroes" are real food, elemental things like good meat, good birds, eggs, greens, grains, and berries. He cares about how his vegetables are grown, how his fruit is treated, and about the freshness and sustainability of the fish he uses. His hope is that you will eventually forget about why these recipes are good for you, and that you'll make them just because they taste good.



ISBN: 978-1-4494-0758-2
\$35.00 (\$40.00 Canada)
 8 1/2 x 10 1/4, 304 pp, hd, jacketed
Territory: World
Discount: 50%
On Sale: March 6



THINGS TO RECOGNIZE

Celebrity chef Seamus Mullen offers 130 healthy and tasty recipes that utilize 18 key ingredients, or "hero foods," to improve your well-being.

- Seamus Mullen, an Iron Chef finalist, is thoughtful, articulate, telegenic, and on the way up. Tertulia, the restaurant he's creating from the sum of his experience and passion, will open in New York's Greenwich Village in late summer.
- Seamus's diagnosis of rheumatoid arthritis five years ago led him to make the kinds of food choices that happen to be good advice for the rest of us, too. The book is full of nutritional common sense.
- Seamus made the happy discovery that "the things I most like to cook with are the things that are best for me to eat." The book focuses on how incorporating 18 key "hero foods" into his diet improved his quality of life, and how using great recipes featuring the hero foods can benefit your health as well.
- Seamus's recipes and food sense are smart, original, and satisfying. He is devoted to real food, grown sustainably, cooked with imagination

OUR AUTHOR:

Raised on an organic farm in Northeastern Vermont, Seamus Mullen learned early on the value of working with the land to bring a meal to the table. It was while living and studying in Burgos, Spain, that he developed a life-long love affair with the country's language, culture, and food.

Following his passion for food, Mullen moved to California to work with Chef Mike Fennelly at Mecca in San Francisco, where he was exposed to the bounty of West Coast seasonal produce. After relocating to New York City, he went on to open Crudo, where he conceptualized and created its Mediterranean-inspired menu. In 2003, Mullen returned to Spain and worked for six months at Mugaritz, Andoni Luis Aduriz's forward-thinking Michelin two-starred restaurant in the Basque country.

When Mullen returned to New York, he worked as executive sous chef at New York City's Brasserie 8 1/2, alongside executive chef Julian Alonzo. In 2006, he left to open Boqueria, an accessible Spanish tapas restaurant, and then expanded to Boqueria Soho in fall 2008. He plans to open Tertulia in the West Village in Fall 2011.

CONNECT ONLINE:

seamusmullen.com

SUPPORT:

- National print and broadcast media
- Regional tour (Northeast)
- Online and social media marketing campaign



Lard

The Lost Art of Cooking with Your Grandmother's Secret Ingredient

EDITORS OF GRIT MAGAZINE

Using lard in cooking dates at least as far back as the 1300s. It is prized by pastry chefs today, and it is an excellent cooking fat because it burns at a very high temperature and tends not to smoke as heavily as many other fats and oils do. Rediscovered along with other healthful animal fats in the 1990s, lard is once again embraced by chefs and enlightened health-care professionals and dietitians.

Lard: The Lost Art of Cooking with Your Grandmother's Secret Ingredient offers you the opportunity to cook like your grandmother, while incorporating good animal fat into your diet once again. Lard is the key to the wonders that came from Grandma's kitchen, and with lard, you can turn out stellar Beef Wellington, Bierocks, or crispy Southern Fried Chicken. Serving your family the 150 treats you enjoyed in your younger days when you visited your grandparents' farm is as easy as flipping a page in this great cookbook. Try your hand at creating fluffy Grandma's Homemade Biscuits, tasty Spanish Corn Bread, delectable Fried Okra, sweet Chocolate Kraut Cake, a Perfect Pastry piecrust for a delicious Butterscotch Peach Pie, or Rhubarb Dumplings.

You will never regret adding *Lard: The Lost Art of Cooking with Your Grandmother's Secret Ingredient* to your cookbook collection. Don't be afraid to bring a little lard back to the table; your taste buds will be glad you did.



THINGS TO RECOGNIZE

Better than butter! Here are 150 sweet and savory recipes for cooking with lard from the editors of *Grit* magazine.

- Processed trans fats are more closely associated with cancer and heart disease than naturally occurring, healthful animal fat like lard.
- Lard contains 54 percent less saturated fat than butter and other plant-derived fats.
- *Grit* magazine was first published in 1882, and has over 200,000 subscribers.
- The contents cover vegetables, to main dishes, to desserts. 40 percent of the recipes are savory, 60 percent are sweet.
- History and trivia on lard are also included.
- What was once considered an old-fashioned ingredient is now mainstream again in the cooking world. The book will include forty four-color photographs.

OUR AUTHOR:

Grit is a bimonthly magazine distributed throughout the United States and Canada that celebrates country lifestyles of all kinds, while emphasizing the importance of community and stewardship. As North America's premier rural-lifestyle title, *Grit* publishes feature-length articles on a broad range of topics that appeal to those already living in the country and to those who aspire to get there. Their readers are well-educated, successful, and choose to live on the land for many reasons. Most do not depend on their soil for significant income; some choose not to work their land (in the conventional sense) at all. But all share an appreciation for life out where the pavement ends.

Grit offers practical advice; product reviews; livestock guides; gardening, cooking, and other do-it-yourself information; humor; and inspirational stories of folks who moved to the country and loved it. Each issue covers topics related to country living, land management, wildlife, gardening, livestock or pets, skills and techniques, seasonal food, community, machinery or tools, and lifestyle events. It is one of many magazines published by Ogden Publications, Inc. in Topeka, Kansas.

CONNECT ONLINE:

grit.com

SUPPORT:

- National print media
- Online and social media marketing campaign
- Cross-promotion with *Grit* magazine



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ISBN: 978-1-4494-0974-6

\$18.99 (\$21.99 Canada)

7 1/2 x 9, 288 pp, ppb

Territory: World

Discount: 50%

On Sale: May 15

Allergy-Friendly Food for Families

120 Gluten-Free, Dairy-Free, Nut-Free, Egg-Free, and Soy-Free Recipes Everyone Will Love

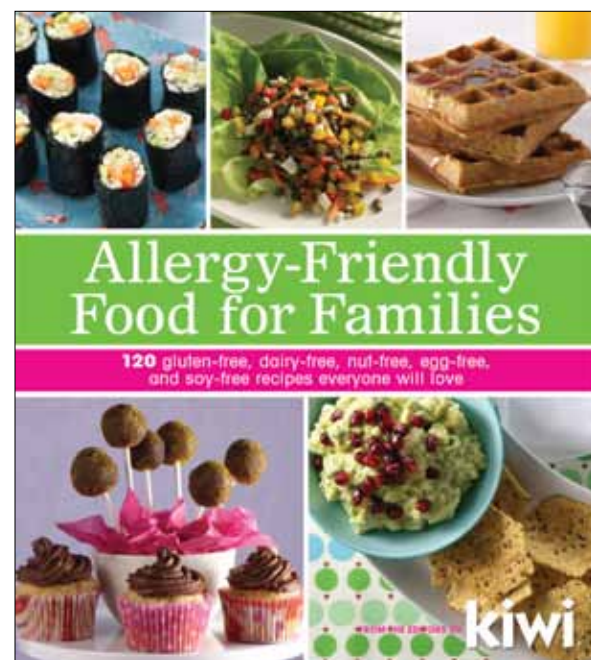
EDITORS OF KIWI MAGAZINE

Allergy-Friendly Food for Families is the most trustworthy, comprehensive, practical, and kid-friendly collection of recipes that exists for the important and growing audience of allergy-aware families. Unlike other allergy cookbooks, this book covers not one or two allergens, but the five most common allergens in kids: wheat, dairy, eggs, nuts, and soy. Each of the 120 recipes is free of at least three of these allergens; most are free of all five.

When parents are desperate for ideas for what to make for dinner (or lunch, or snack time), they want recipes from someone they trust, for food that tastes good, that doesn't require a lot of fancy ingredients, and that the whole family can eat. *Allergy-Friendly Food for Families* is the ultimate resource. From the three crucial mealtimes (breakfast, lunch, dinner) to the "fun" foods families can't live without (desserts, snacks, parties), parents are completely covered. Perhaps most importantly, all of these recipes are simple for parents to make.

Recipes such as Carrot Cake Breakfast Cookies, Pear Yogurt Dunkers, Good-for-you Nachos, Polenta Mini Pizzas, Giant Cookie Cake, Veggie Bite Soup, and Cool Zucchini Noodles will make kids forget they have allergies. Parents will love the additional informational sections on spotting food allergies, stocking an allergy-free pantry, deciphering labels, and other frequently asked questions.

Food should be delicious; family time should be fun. This book reflects those values.



french toast kebabs

You'd be hard-pressed to find a kid (or grown-up) who doesn't love French toast. Our version of the special breakfast favorite is made even more fun served on skewers with sliced fruit, and uses silken tofu to get that eggy custard coating.

ingredients

- 12 ounces soft silken tofu, drained
- 2 tablespoons raw cane sugar
- 1 teaspoon ground ginger
- 1 teaspoon vanilla extract
- 1/4 teaspoon salt
- 1/4 teaspoon nutmeg
- 8 slices whole wheat bread or gluten-free bread, crust removed
- 3 tablespoons canola oil, divided
- 2 cups assorted sliced fruit, such as bananas, grapes, strawberries, and pineapples
- 8 bamboo skewers

PREP + COOK TIME: 30 minutes

1. Place the tofu, sugar, ginger, vanilla, salt, and nutmeg in a food processor and process until completely smooth. Pour the mixture into a wide, shallow bowl.
2. Warm 1 1/2 tablespoons canola oil in a large nonstick skillet over medium heat.
3. Dip each slice of bread into the tofu mixture, coating the top and bottom. Place half of the coated slices in the nonstick pan. Cook 3 to 4 minutes on one side. Flip, and cook 2 to 3 minutes more on the other side.
4. Add the remaining canola oil to the pan and cook the remaining bread slices.
5. When cool enough to touch, slice each piece of French toast in six squares. Place 6 squares on each skewer, alternating each half with a piece of fruit.

MAKES 6 KEBABS

PER KEBAB: Calories 166; fat 1 g; protein 8 g; carbohydrates 21 g; dietary fiber 2 g

THINGS TO RECOGNIZE

Feeding a family with food allergies doesn't have to be boring or tasteless. *Kiwi*, the premier magazine about raising families the natural and organic way, presents 120 great recipes to keep your family happy, healthy, and sane.

- With the purchase of a book, readers can get a free one-year subscription to *Kiwi* magazine.
- *Kiwi* magazine is a leading authority on growing families the natural and organic way. Established in 2007, it currently has 250,000 subscribers.
- More than 12 million Americans have food allergies—that's 4 percent of the population—and 3 million of them are kids. Childhood allergies have increased by 18 percent since 1997.
- The five most common allergens are gluten, dairy, nuts, eggs, and soy. Helpful icons with each recipe note whether it is gluten-free, dairy-free, nut-free, egg-free, and soy-free.
- An introductory chapter gives the basics on spotting food allergies, cooking for a family with food allergies including valuable information on how to maintain an "allergy-free" kitchen, a pantry list, and kitchen tips.
- The contents are organized by each meal of the day, breakfast, lunch, and dinner, along with chapters on making delicious snacks, and fun party treats.

OUR AUTHOR:

Kiwi is the premier magazine (first published in 2007) about raising families the natural and organic way. Published bimonthly, *Kiwi* has 250,000 subscribers. The magazine supports and encourages parents to make green, healthy choices when it comes to food, home life, and more. It helps families balance their green ideals with their busy lives and schedules, and helps parents raise their children the healthiest way possible. *Kiwi* introduces families to the latest in natural and organic living—showing how to practice this lifestyle on an everyday basis.

Marygrace Taylor, *Kiwi's* staff writer and recipe developer, created the majority of these family-friendly recipes right in her home kitchen in Austin, Texas.

CONNECT ONLINE:

kiwimagonline.com

SUPPORT:

- National print and broadcast media
- Cross-promotion with *Kiwi* magazine
- Online and social media marketing campaign



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\$19.99 (\$22.99 Canada)
 8 x 9, 224 pp, ppb
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Discount: 50%
On Sale: March 20

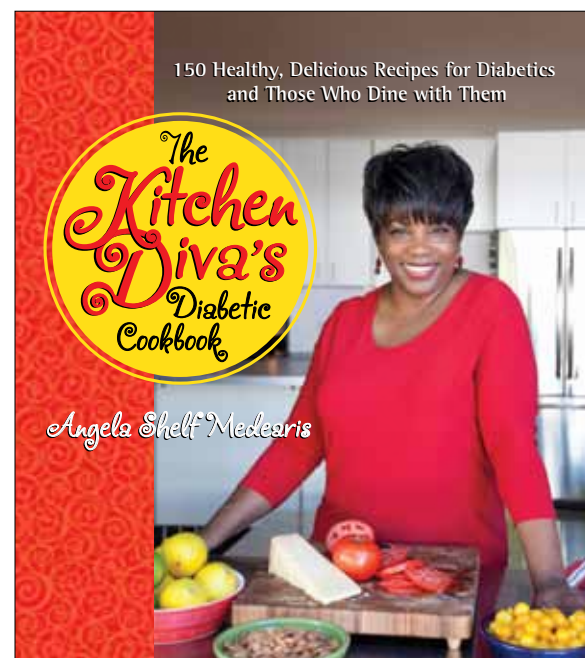
The Kitchen Diva's Diabetic Cookbook

150 Healthy, Delicious Recipes for Diabetics and Those Who Dine with Them

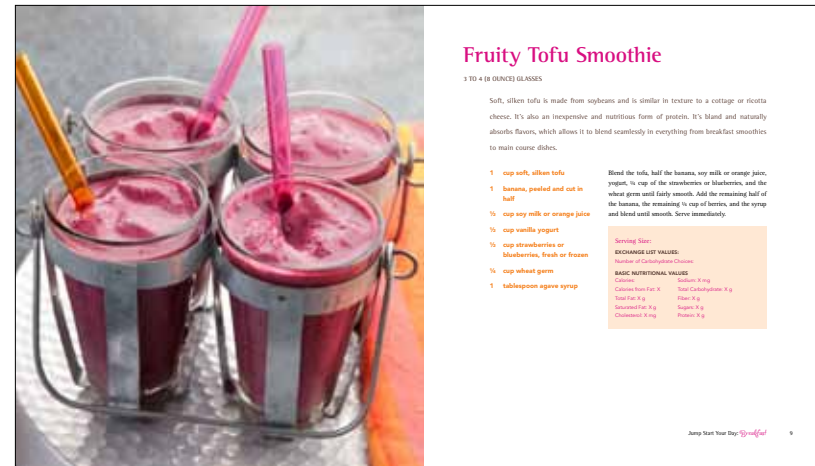
ANGELA SHELF MEDEARIS

This is a user-friendly cookbook that addresses the health and dietary needs of prediabetics, type 1 and type 2 diabetics, women with gestational diabetes related to pregnancy, those with diabetic-related complications, or anyone seeking to embrace a healthier diet and lifestyle. Angela Shelf Medearis provides 150 inventive recipes specifically designed to meet the nutritional needs of diabetics (and those who dine with them) that re-create the hearty, satisfying, rich flavors and textures of traditional, cultural dishes and comfort foods. There are recipes for breakfast such as Pumpkin Pancakes, Spicy Asian Chicken Noodle Soup for lunch, afternoon energizers such as Apple and Oatmeal Bites, main dishes such as Spicy Pork Chops with Fiesta Black Beans and Corn, or kid favorites such as Spaghetti Pizza Pie. And don't forget desserts such as Dark Cocoa Kisses, which taste too decadent to be low in sugar and calories.

Each chapter contains fun, kid-friendly recipes specifically designed to meet the nutritional needs of children with diabetes. The easy-to-prepare, budget-friendly recipes are perfect for planning daily meals and snacks, and month-by-month menus for entertaining and special occasions. These easy and accessible recipes are complemented by tips/information in sidebars, as well as 60 enticing, four-color photographs throughout the book.



ISBN: 978-1-4494-0239-6
\$24.99 (\$28.99 Canada)
 7 3/4 x 8 3/4 , 272 pp, ppb
 w/ french flaps
Territory: World
Discount: 50%
On Sale: April 24



THINGS TO RECOGNIZE

Angela Shelf Medearis is the Kitchen Diva, a popular, regular guest chef on *The Dr. Oz Show*. In this cookbook she gives readers 150 of her healthy, signature diabetic recipes packed with flavor that both diabetic and non-diabetic family members will love.

- This book provides diabetics with ingredients and low-calorie recipes that are specifically designed to provide improved absorption of insulin, help control the glucose levels in the blood, improve blood circulation, assist with weight reduction or maintenance, and assist parents to plan kid-friendly meals for children with diabetes.
- The book includes a list of the top 20 foods (like kohlrabi and apple cider vinegar) that diabetics should include in their diet to help control their insulin level naturally.
- All the recipes will contain a caloric count and nutritional breakdown.
- Angela's sassy southern approach to cooking not only addresses the lifestyle and dietary needs of those with a variety of types of diabetes, but she also provides 150 delicious recipes that are suitable, but fun for children, families, and entertaining.
- 20 million people in the United States suffer with diabetes, and it's estimated that another 5.5 million have the disease but are undiagnosed. About 800,000 new cases are diagnosed per year. The right meal planning can help reduce blood sugar levels by an average of 25 percent.

OUR AUTHOR:

Angela Shelf Medearis is known as *The Kitchen Diva*. She is an award-winning author of more than ninety children's books and six cookbooks. She's a culinary historian; a chef; a food writer; president of Diva Productions, Inc.; and a motivational speaker who focuses on ways to feed the body and the soul. Medearis hosts her own show, *The Kitchen Diva!*, which airs on hulu.com. She is a popular, regular guest chef on *The Dr. Oz Show*, the *Today* show, and the Fox *Good Day* newscasts, and has appeared on the Food Network's *Throwdown with Bobby Flay*, which she won. She lives with her husband and family in Austin, Texas.

CONNECT ONLINE:

divapro.com

SUPPORT:

- National print and broadcast media
- Regional tour (Texas)
- Cross-promotion with *The Kitchen Diva* television show
- Pitch national radio including Martha Stewart Living Radio, Edible Radio



Quick-Fix Indian

Easy, Exotic Dishes in 30 Minutes or Less

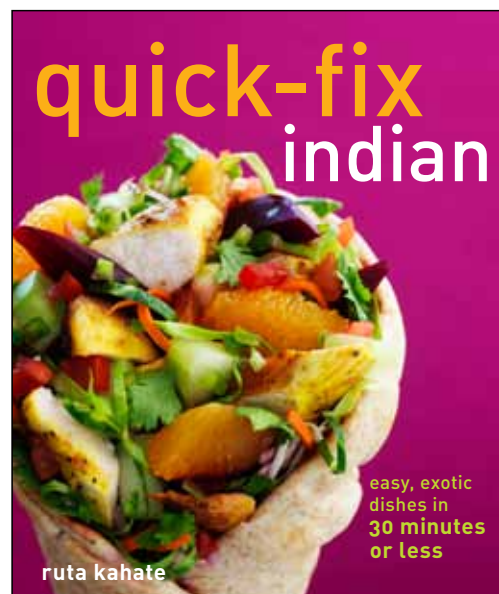
RUTA KAHATE

For too long, Indian cuisine has been perceived as complex and time-consuming to prepare. *Quick-Fix Indian* aims at making Indian cooking accessible to everybody—the beginner, the experienced cook, absolutely anyone wanting to try his or her hand at a new cuisine.

The 125 dishes in *Quick-Fix Indian* are modern and fresh, yet rooted in tradition. These recipes are identifiable as Indian, but that’s where the familiarity ends—most of these recipes haven’t been seen before, anywhere. While the dishes are simple to make, they are by no means simplistic. They are bright, modern, and complex tasting, belying the fact that they only took 30 minutes or less to prepare. The recipes range from quick breakfasts and soups, to curries, snacks, and sweet drinks. Some of the recipes included are: Red Potato and Chickpea Salad with Pomegranate Seeds, Green Masala Lamb Curry, Beet Raita with Cilantro and Lemon, Sweet Rice with Saffron and Sultanas, Scrambled Eggs with Coconut and Curry Leaves, Pan Fried Eggplant with Ginger, Coriander Shrimp with Green Zucchini and Red Chiles, and kid favorite Banana Fritters.

While most of the recipes use easy-to-acquire ingredients, there are a few that will require a trip to a health-food or Indian store. As an added bonus, the book also lists ‘exotic’ substitutions for readers who’d like to try them. For example, mustard oil adds a special zing to the Sprouted Mung Bean Salad, but canola oil works just fine.

And finally, this cookbook is fun. Written in a lighthearted manner, *Quick-Fix Indian* amuses readers while also providing solid information.



ISBN: 978-1-4494-0977-7
\$16.99 (\$19.99 Canada)
 7 1/2 x 9, 224 pp, ppb
Territory: World
Discount: 50%
On Sale: May 15



THINGS TO RECOGNIZE

Ruta brings a fresh perspective to a cuisine most people think of as mysterious, complex to cook, and overly rich. Her Indian food is stylish, modern, and light—equally at home with a glass of Pinot Grigio or mango lassi. Ruta’s 125 quick and easy Indian recipes all made in 30 minutes or less comprise the fifth cookbook in the highly successful AMP Quick-Fix series.

- Ruta is a respected author with a good track record who divides her time between the Bay area and Goa, India.
- The contents cover Indian favorites for quick breakfasts, delicious curries, grilled chicken to lamb, side dishes, desserts, and refreshing drinks.
- An introductory chapter of basics gives the reader valuable information on how to maintain a “quick-fix” Indian kitchen, a pantry list, and kitchen tips.
- The two-color format with 25 graphic, ingredient photos follows the style of AMP’s Quick-Fix series.

OUR AUTHOR:

Ruta Kahate, chef, author, and culinary travel guide, spent the first half of her life criss-crossing the Indian subcontinent, learning the variety of regional Indian food. Moving to the San Francisco Bay area, she ran her own cooking school and worked as a food consultant, all the while putting her own modern touch on this ancient cuisine. She has been covered in both print and TV media.

Currently, she’s partnered with Geographic Expeditions as their exclusive culinary-tour leader in India. She divides her time between the San Francisco Bay area and Goa, India where she’s building a destination culinary center.

CONNECT ONLINE:

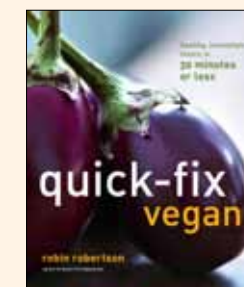
ruta.in

SUPPORT:

- National print media
- Regional tour (Bay area)



ALSO AVAILABLE



Quick-Fix Vegan
 (AMP '11)
 978-1-4494-0785-8



Quick-Fix Vegetarian
 (AMP '07)
 978-0-7407-6374-8



Quick-Fix Gluten Free
 (AMP '11)
 978-1-4494-0293-8

America's Best Ribs

ARDIE A. DAVIS, PHB, AND PAUL KIRK, CWC, PHB, BSAS

Hot on the heels of the best seller *America's Best BBQ* comes *America's Best Ribs*, by legendary barbecue champion Chef Paul Kirk and the ambassador of barbecue, Ardie A. Davis, a/k/a Remus Powers, PhB.

There are a lot of barbecue books on the market, but surprisingly few on ribs, even though they're a core part of the championship circuit and one of America's most beloved foods. In addition to 100 mouthwatering recipes for rock-your-world ribs and delicious sides and desserts to complement them, this more-than-a-cookbook also includes tips for competitive barbecuing, juicy stories and lore from backyards and competitions, and tons of full-color photographs that showcase America's barbecue scene at its best.

Now everyone can make championship-caliber ribs at home—whether pork, beef, lamb, or even buffalo. This ultimate guide not only includes basics for beginners, but also features tips for building your own award-winning rubs, sauces, marinades, and brines. It's a must-have for the libraries of professional and amateur barbecuers—as well as an appetizing armchair read for people who may not tend to the pit but do love to eat 'cue.



ISBN: 978-1-4494-1413-9
\$19.99 (\$22.99 Canada)
8 x 10, 224 pp, ppb
Territory: World English
Discount: 50%
On Sale: May 29



THINGS TO RECOGNIZE

A collection of contest-caliber rib recipes from a legendary barbecue champion, along with stories and lore from barbecue's foremost ambassador and historian.

- Ribs are the most common item found at barbecue joints across the United States, and they're also a favorite of home cooks. This book demystifies them for amateurs and includes professional-level tips for seasoned barbecuers.
- Paul Kirk has won more than 475 awards for his pitmaster skills and written seven cookbooks. His recipes are sought after, and he teaches classes throughout the world. No one knows more about barbecue than Ardie A. Davis, who travels the circuit as his alter ego, Remus Powers, PhB, and shares his stories here with his trademark gentle wit and reverence for the subject.
- Like the authors' previous books (and unlike most other barbecue books) this is a full-color feast for the eyes, with photos of the food, the festive competition atmosphere, and the larger-than-life personalities who make America's barbecue scene great. Even those who don't cook will enjoy reading the head notes, stories, and sidebars.

OUR AUTHORS:

A charter member of KCBS and former three-term member of the Board of Directors, Ardie A. Davis founded the American Royal International BBQ Sauce, Rub, and Baste Contest and the Great American Barbecue Sauce, Baste, and Rub Contest. He is the author of six barbecue cookbooks.

Paul Kirk, a charter member of the KCBS and member of the Board of Directors, operates the Baron's School of Pitmasters. The author of seven barbecue cookbooks, he has won more than 475 cooking and barbecuing awards, among them seven world championships, including the prestigious American Royal Open, the world's largest barbecue contest.

SUPPORT:

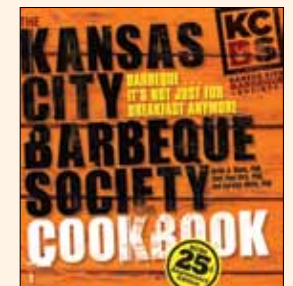
- National print media
- Regional author appearances
- Online and social media marketing campaign



ALSO BY AUTHORS

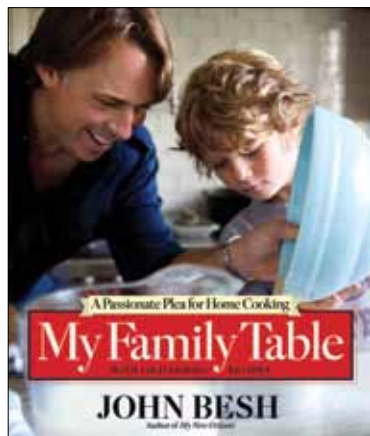


America's Best BBQ
(AMP '09)
978-0-7407-7811-7

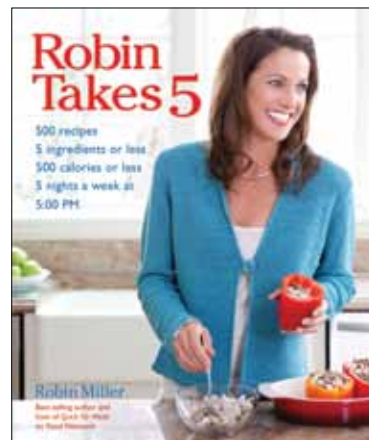


The Kansas City Barbeque Society Cookbook
(AMP '10)
978-0-7407-9010-2

BACKLIST SPOTLIGHT



MY FAMILY TABLE
 JOHN BESH
 ISBN: 978-1-4494-0787-2
\$35.00 (\$40.00 CANADA)
 9 1/4 X 11, 272 PP, HD
 TERRITORY: W



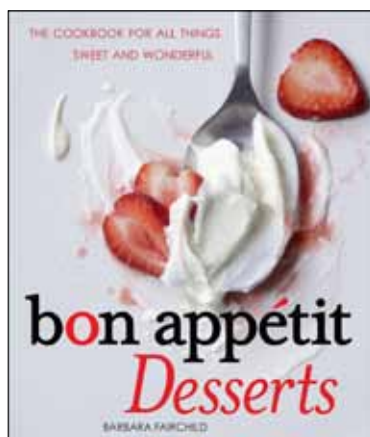
ROBIN TAKES 5
 ROBIN MILLER
 ISBN: 978-1-4494-0845-9
\$25.00 (\$28.99 CANADA)
 7 1/2 X 9, 480 PP, PPB
 TERRITORY: W



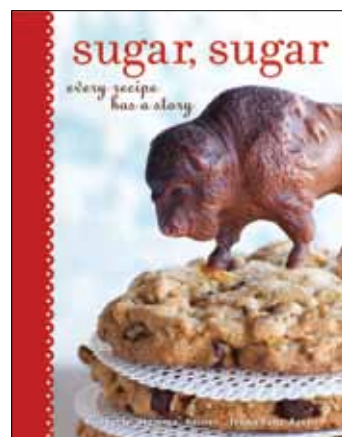
AMERICA'S BEST BBQ
 ARDIE A. DAVIS, PHB, AND
 CHEF PAUL KIRK, CWC, PHB, BSAS
 ISBN: 978-0-7407-7811-7
\$19.99 (\$24.50 CANADA)
 8 X 10, 240 PP, PPB
 TERRITORY: W



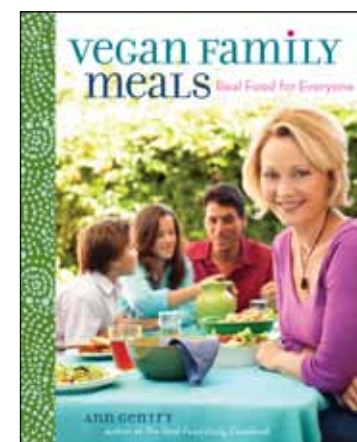
GRILLED CHEESE, PLEASE!
 LAURA WERLIN
 ISBN: 978-1-4494-0165-8
\$16.99 (\$19.99 CANADA)
 6 X 7 3/8, 184 PP, HD
 TERRITORY: W



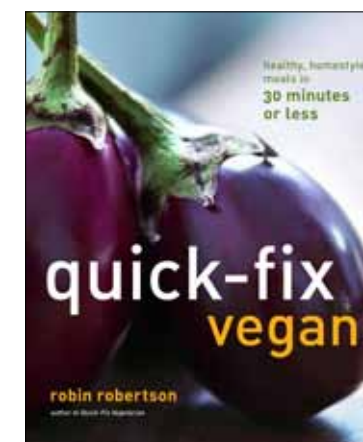
BON APPÉTIT DESSERTS
 BARBARA FAIRCHILD
 ISBN: 978-0-7407-9352-3
\$40.00 (\$45.00 CANADA)
 8 1/2 X 10 1/4, 704 PP, HD
 TERRITORY: W



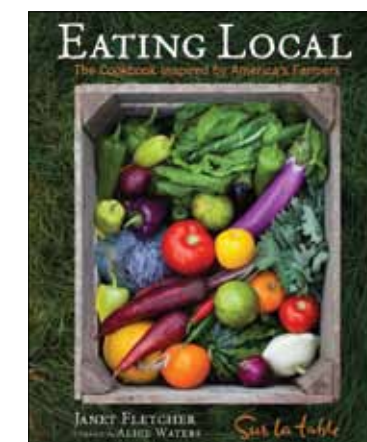
SUGAR, SUGAR
 KIMBERLY "MOMMA" REINER AND
 JENNA SANZ-AGERO
 ISBN: 978-1-4494-0358-4
\$29.99 (\$32.99 CANADA)
 7 X 9, 312 PP, HD
 TERRITORY: W



VEGAN FAMILY MEALS
 ANN GENTRY
 ISBN: 978-1-4494-0237-2
\$25.00 (\$28.99 CANADA)
 7 1/2 X 9 1/4, 272 PP, HD, NON-
 JACKETED
 TERRITORY: W



QUICK-FIX VEGAN
 ROBIN ROBERTSON
 ISBN: 978-1-4494-0785-8
\$16.99 (\$19.99 CANADA)
 7 1/2 X 9, 224 PP, PPB
 TERRITORY: W



EATING LOCAL
 SUR LA TABLE AND JANET
 FLETCHER; FOREWORD BY
 ALICE WATERS
 ISBN: 978-0-7407-9144-4
\$35.00 (\$43.00 CANADA)
 8 1/2 X 10 1/2, 320 PP, HD
 TERRITORY: NA

