

## ***Cookbook news releases***

Cookbook releases are a special breed.

The successful cookbook news releases:

- Recipes that are new and somewhat unique and fill a special niche.
- Offer absolutely delicious mouth-watering recipes.
- Offer free review copies to the media.
- Make for a great interview or live show.

PR success is improved immensely by judicious follow up calls to the media.

If you are traveling to a city, call ahead and ask for the interview, and then stop by to visit with the editor, producer, guest contact or host or producer, introduce yourself, and leave copies of your books and media kit.

Bring food! Send samples of your food, cooked and ready to eat! They will remember you quite favorably, especially if the food is good.

You have to produce a memorable culinary experience.

NEWS: FOR IMMEDIATE RELEASE

## Attention: Food & Lifestyle Editors Great Sandwich Ideas



Contact: Kay Skov, Marketing Director

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<http://www.gorge.net/business/scaledown>

### Using Leftover Holiday Turkey

All over the country cooks are planning their holiday menus and many will be including turkey. Registered Dietitian Brenda Ponichtera says "cook a big one" because the possibilities for using leftover turkey are endless — and delicious! Ponichtera, author of *Quick & Healthy Recipes and Ideas* and *Quick & Healthy Volume II* (ScaleDown Publishing, Inc., 1519 Hermits Way, The Dalles, Oregon 97058, \$16.95 each, comb-bound) offers the following great suggestions and healthy, low-fat, sandwich recipes:

- Turkey French Dips — These can even be packed in a lunch box if the hot au jus is packed in a thermal container. (recipe follows)
- Pita Bread Pockets — Mix diced turkey with chopped celery or cucumbers and reduced fat dressing and stuff into the Pita Bread. Or mix the turkey with shredded cabbage seasoned with rice vinegar for an Oriental flavor.
- Turkey Cranwich — Layer sliced turkey, light cream cheese, cranberry sauce and sprouts on your favorite bread.
- Wrap Ups — Using the new flavored tortilla wraps, layer thinly sliced turkey with sliced cheeses, tomatoes, relishes, chutneys, cranberry sauce, flavored cream cheeses, chopped lettuce, and/or sprouts. Wrap up for a tasty unusual sandwich.
- Turkey Reuben Sandwich — Make a low-fat version of a traditionally high-fat sandwich. (recipe follows)
- Turkey BBQ — Top sliced turkey with a small amount of barbecue sauce on a kaiser roll.

Everybody loves a good turkey sandwich. Use some imagination and add variety to those post-Holiday lunches!

Feel free to request this release via e-mail at [scaledwn@gorge.net](mailto:scaledwn@gorge.net)

Complimentary review copies of Quick & Healthy cookbooks available on request.

Please notify us if you use this release and/or would like to continue receiving themed news releases ...tear sheets are appreciated.

## ***Turkey French Dips \****

**4 oz. cooked turkey slices**  
**4 (6 inch) French rolls**  
**4 oz. part skim mozzarella cheese**  
**1 package au jus gravy mix**

Preheat oven to 400 degrees. Cut French rolls lengthwise. Place 1 oz. turkey and 1 oz. mozzarella cheese on each French roll. Wrap each roll in aluminum foil and heat in oven for 10 minutes. Mix au jus according to package directions, or add more water to reduce the sodium content. Slice each sandwich in half, diagonally. Serve each with 1/3 cup au jus.

Yield: 4 sandwiches (4 servings)

One serving: 1 sandwich and 1/3 cup au jus

Per serving: 355 calories, 48 grams carbohydrate, 23 grams protein, 7 grams fat

Exchanges: 2 lean meat, 3 starch

## ***Turkey Reuben Sandwich\*\****

**8 slices of rye bread**  
**4 oz. cooked turkey slices**  
**1 cup sauerkraut, rinsed well and drained**  
**4 oz. sliced low-fat Swiss cheese**

Preheat oven to 400 degrees. Toast bread. On each of 4 slices, place 1 oz. turkey, 1/4 cup sauerkraut, and 1 oz. Swiss cheese. Top with remaining slices of bread. Wrap in aluminum foil and bake for 10 minutes or until thoroughly heated and cheese is melted.

Yield: 4 sandwiches (4 servings)

One serving: 1 sandwich

Per serving: 311 calories, 34 grams carbohydrate, 24 grams protein, 8 grams fat

Exchanges: 2 starch, 1 lean meat, 1 medium-fat meat, 1/2 vegetable

\* Recipes from **Quick & Healthy Recipes and Ideas**

\*\* Recipes from **Quick & Health Volume II**

Sample recipes reprinted with permission from **Quick & Healthy Recipes and Ideas** and/or **Quick & Healthy Volume II**, by Brenda Ponichtera, R.D. © 262 pages. \$16.95 comb-bound, Published by ScaleDown Publishing, Inc. 1519 Hermits Way, The Dalles, OR 97058. For more information please contact Kay Skov, Marketing Director • Phone: 541-296-5859 • Fax: 541-296-1875

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Those ordering by phone should add \$2.50 for the first book and \$1.00

**for each additional book for shipping and handling charges**

**Media advisory:**

For media kit, review copy or interview contact: Michael Winter, (415) 285-2912

*Celebrate 60 years of the Nutcracker in America with:*

## **THE NUTCRACKER SWEET**

**If you thought the Nutcracker was all about Marie saving her Nutcracker prince, think again- it's all about desserts!**

Discover the secrets behind America's favorite holiday classic in a confectionary journey to the Land of the Sweets with award-winning author, Le Cordon Bleu chef, and former professional ballerina **Linda Hymes (*The Dancing Gourmet*)**.

Where exactly does the Mouse King come from and why does he have seven heads? Why is Godfather Drosselmeyer so mysterious?" Hymes gives the answers, along with over 60 simple to spectacular desserts and explores the history of the ballet from the original 19th century fairytale to the present.

Featuring stunning photography and illustration throughout, ***The Nutcracker Sweet*** offers recipes fit for sweet lovers at every level of expertise. Whether it is Krakatuk Nut Truffles or luscious Mother Ginger Trifle with Cognac Custard that leaves visions of sugarplums dancing in your head, Chocolate Mousse King, or Prince of Almonds Torte, ***The Nutcracker Sweet*** is the ultimate holiday cookbook.

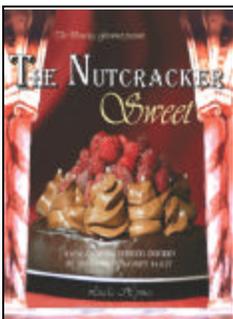
***"Linda Hymes recipes follow classic procedures and methods, yet are easy to prepare. A gem!"***

- Larry Lewis, CMC, CCE, Principal Chef, Le Cordon Bleu, London

***"Linda Hymes has come up with new and exciting recipes that showcase the depth and flavor of our chocolate."***

-John Scharffenberger, Co-founder, Scharffen Berger Chocolate Maker

About the author: **LINDA HYMES** is the author of the multiple award-winning cookbook, ***The Dancing Gourmet, Recipes to Keep You on Your Toes!***, She is a Le Cordon Bleu-trained chef, food writer, and former professional ballerina and lives in San Francisco with her husband and son.



### **The Nutcracker Sweet**

***Show-stopping Desserts Inspired by the World's Favorite Ballet!***

by Linda Hymes

Hardcover, jacketed, \$26, 156 pages, 8 x 9.5 inches,

63 recipes, 89 color photographs

ISBN: 0-9719782-12 Publication date: October 2004

For more information visit [www.dancinggourmet.com](http://www.dancinggourmet.com) Lindergaff Books, LLC, 698 DeHaro St. Unit A, San Francisco, CA. 94107 Tel: (415) 285-2912 Fax: (415) 285-1277

**To request a review copy, schedule an interview or cooking demonstration, contact Michael Winter at (415) 285-2912**

Media kits, review copies and interviews available on request. JoAnn Rachor can do a wonderful show or interview demonstrating her slow cooking techniques and explaining how people can save time and eat better more healthy foods.

Contact JoAnn Rachor 269 849 0359 [joann@familyhealthpub.com](mailto:joann@familyhealthpub.com)

## Slow cooking in a fast world

***Who has time to cook healthy these days?*** Slow cooking expert **JoAnn Rachor** says that it's easy to make good healthy food quickly using slow cookers as long as you learn a few simple tricks.

JoAnn Rachor is an expert at slow cookers. She likely knows more about slow cookers than anyone you'll ever meet. Happily, she shares her knowledge with the rest of us along with a host of the tricks of the trade she developed for her new book ***Fast Cooking in a Slow Cooker Every Day of the Year***.

*First she bought and tested 25 slow cookers.* To determine how they really operated, she monitored how long they took to cook one pound of navy beans. Her research showed that even when cooking on low, all slow cookers don't take the same length of time to cook. She divided them into three categories.

The "average" slow cookers took 9-9 1/2 hours and required 5 cups of water to cook a pound of navy beans. The "fast" slow cookers took 8-8 1/2 hours and needed 5 1/2 cups of water, and the "extra fast" slow cookers took 6 1/2-7 hours and needed 5 1/2 cups of water. This is the simple test she recommends others do with their slow cookers.

With this information the recipes in her book can be prepared with ease knowing how to make great meals that promise to be ready when you are!

And then, to really make sure your meal is perfectly done when you get home from work you may want to use a lamp appliance timer plugged into the cooker, so that the electricity goes on at just the right time during the day so that your meal is perfectly cooked when you get home from work and are ready to eat.

"Slow cookers can really help a busy family eat healthy good tasting and wholesome food," she says. It's a great way to make sure you have a good meal waiting for you and the family when everyone gets home.

Her new book contains a collection of recipes that are low in fat and cholesterol free.

Here is a sample of one of her recipes.

### **Dairy-Free Macaroni & Cheese**

Yield: 8 cups Size cooker to use: 3 1/2-7 quart

Cooking Time on Low:

Average cooker is 6 1/2-7 hours  
Fast cooker is 4 1/2-5 hours  
Extra Fast cooker is 4 1/4-4 3/4 hours

Blend the following ingredients in a blender for 1 minute, until very smooth. Pour into the cooker.

1 cup water  
1 cup quick or rolled oats  
2/3 cup nutritional yeast flakes  
1/2 cup (4 oz.) pimento  
1/3 cup lemon juice  
2 tablespoons onion powder  
2 3/4 teaspoons salt

Rinse the blender with the following water and add to the cooker. Add the oil then cook until lightly boiling in a few places around the edges. (The oil is stirred in so that the blender won't be oily. This makes for quicker cleaning of the blender.)

5 1/3 cups water  
1/3 cup mild tasting olive oil or canola oil

Stir in the following macaroni. This should be done quickly but thoroughly, in order to retain heat in the sauce. Turn the cooker on high. Cook for 40 minutes.

3 cups uncooked macaroni

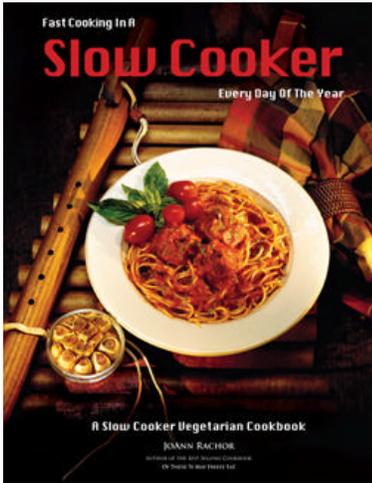
Turn off the cooker. Thoroughly stir the ingredients with a fork, making sure none of the macaroni is sticking together. Let sit 10 minutes, uncovered, for the cheese to thicken.

Tips:

1. The cooker may be plugged into a lamp appliance timer to begin cooking up to 6 hours later.
2. For directions to cook on high, or for directions to cook a smaller recipe, or other tips see the cookbook, *Fast Cooking in a Slow Cooker Every Day of the Year*.

**Fast Cooking in a Slow Cooker Every Day of the Year** is a brand new type of cookbook. It has many recipes never before dreamed of doing in a slow cooker. It contains 300 completely tested low fat, cholesterol-free recipes and 40 full color photographs. The recipes have been designed to fit most any size cooker.

Joann Rachor is also author of "Of These Ye May Freely Eat", which has sold over 140,000 copies. She is a contributing author of *The Country Life Vegetarian Cookbook* and her articles on cooking have been published in the *Journal of Health and Healing*. She has been teaching cooking classes for more than 30 years.



## **Fast Cooking in a Slow Cooker Every Day of the Year** By JoAnn Rachor

Tips for adapting favorite recipes. Time saving tips. Meat & dairy-free. Wide range of tips and techniques for successful results. Wire binding, 8½x11, 144 pages. ISBN 978-1-878726-26-1 \$14.95

Media kits, review copies and interviews available on request.

JoAnn Rachor can do a wonderful show or interview demonstrating her slow cooking techniques and explaining how people save time and eat better more healthy foods.

For Immediate Release

Contact: Joe Shaw 707-964-9520

## **The New Vegan Revolution Food is your best medicine and the new Vegan lifestyle is the path to Global Peace**

With concerns about cancer, diabetes, heart disease and being overweight running rampant, it's no wonder conscious and aware mainstream Americans are starting to pull the plug on artificial foods.

There's a new grass roots movement – based on the idea that through conscious and wise food choices we can heal our bodies and restore balance to our planet. We can eat natural food. Call it the redawn of the hybrid natural age. The New Vegans have arrived.

In the old days vegetarian meant meatless. A person was a hardcore vegetarian if their diet didn't include meat, fish or poultry. Today we see some of the incredible first stirrings of what may be the most telling sign of a new and evolving shift from hardcore to hybrid.

Today's Vegan is committed to a lifestyle and a diet that does not include the use or consumption of animal-based products. True Vegans will not consume honey or wear articles containing leather, wool or silk. Indeed there are those who believe that the Vegan lifestyle is the path to Global Peace.

**Mark Reinfeld, Bo Rinaldi** and the **Chefs of the Blossoming Lotus Café** on the Island of Kaua'i in Hawaii have published a pioneering book titled **Vegan World Fusion Cuisine: Healing Recipes & Timeless Wisdom from Our Hearts to Yours.**



Indeed the leaders of this new revolution are carrying millions into a transformational journey into new realms of culinary creation. This book is more than an exquisite cookbook filled with delicious and creative recipes and earthly delights. It is a manual for the future packed with educational guidance and inspiration for sustainable non-violent living.

***"A diet based on organically grown foods is both healthy and environmentally sustainable. ...[.]... The creative and delicious recipes in this book come from all corners of the globe, as do the wisdom quotes and inspirational photography. There is much here that will encourage you, and help you discover the sense of well being, wholeness, and lightness that results from a vegetarian diet."***

**Dr. Jane Goodall**, in the foreword to the book.

Reinfield and Rinaldi paint a picture of a world without boundaries, where all cultures are celebrated and all people are treated with respect and caring. They have created a new type of book – an incredible offering, a beautiful collaboration, a manual for peaceful living, a cookbook extraordinaire and a wisdom book all in one.

***Vegan World Fusion Cuisine*** offers basic tools and education intentionally designed and illustrated to foster and encourage a more peaceful existence through healthy and viable cooking. It comes with a comprehensive resource guide that lists over 50 groups and organizations working for peace and a sustainable future.

There are over 200 absolutely superb gourmet vegetarian recipes that can be easily made with sustainable ingredients, all of which are available in markets across the country. There are discussions of the harmonious easy changes people can make in their own kitchens.

Each and every page is graced with mouth-watering tasty recipes that even kids will eat. The book includes incredibly beautiful and inspiring images of sacred sites from all over the world, stunning four-color food photography, and inspirational quotes and proverbs from visionaries including Henry David Thoreau, Nelson Mandela, Mother Theresa, Anne Frank, the Dalai Lama and even Dr. Seuss.

Perhaps most notable in this book and its authors is that it take aim to inspire peace, unity and understanding among individuals, cultures and all who care about our planet. They have made it easy for all of us to see the wisdom of the way.

The new Vegans are coming and perhaps rightly so. You should look for them soon in a neighborhood near you. Because, dear trend watchers, take note – the newest human hybrid on our planet is the new Vegan.

***Vegan World Fusion Cuisine*** has been named a finalist for several noteworthy book awards including the Nautilus 2005 Book Award “Health and Healing”.

**Vegan World Fusion Cuisine**  
**By Mark Reinfield & Bo Rinaldi**  
Thousand Petals Publishing  
\$24.95 Hardcover  
ISBN 0-97552837-1-5



Media kits, review copies and interviews available on request. Contact: Joe Shaw 707-964-9520

Sample Recipes:

## **Mint Chocolate Chip Cookies**

Makes 8 large cookies

Dry:

2 cups spelt flour  
1 cup vegan chocolate chips  
1 cup walnuts, chopped  
3/4 cup rolled oats  
1/2 teaspoon sea salt  
3/4 teaspoon baking soda  
1/8 teaspoon cinnamon powder  
Pinch nutmeg, ground

Wet:

2/3 cup maple syrup  
2/3 cup safflower oil  
2 tablespoons filtered water  
1 teaspoon peppermint extract

Preheat oven to 350 degrees F. Place dry ingredients in a large mixing bowl and mix well. Combine wet ingredients in another large bowl. Add wet to dry and mix well. Refrigerate for 15 minutes.

Place 8 scoops on a well oiled or parchment paper-lined baking sheet and flatten slightly with hand. Space evenly so cookies have room to spread.

Bake until golden brown, approximately 10 minutes. Allow to cool before enjoying.

Variations:

Replace walnuts with toasted pecans or macadamia nuts.

Replace chocolate chips with carob chips or dried fruits.

Add 2 tablespoons of cocoa or carob powder to above.

Try adding 1 tablespoon spirulina.

## **Egg Free "Egg" Salad**

Makes 3-4 servings

1 lb. extra firm tofu, crumbled  
3/4 cup celery, diced  
1/2 cup red onion, diced  
1/2 cup vegan mayonnaise, (recipe follows)  
1 tablespoon dill, minced, or 1/2 teaspoon dry  
2-1/2 teaspoons stone ground mustard  
1-1/2 teaspoons apple cider vinegar, raw  
1 teaspoon turmeric powder  
1/2 teaspoon garlic, minced  
Black pepper, ground to taste  
Sea salt, to taste  
2-1/2 tablespoons Nama shoyu

Combine all ingredients in a large mixing bowl and gently mix well. For additional flavor, allow to sit for a few hours before serving.

Note:

This wonderful dish acquires a yellow color thanks to the turmeric.

Serving Suggestions:

Great as a sandwich and wrap filling or in stuffed tomatoes with a salad.

### **Vegan Mayonnaise**

Makes 3-1/2 cups

2-1/4 cups safflower oil

1 cup soy milk

1 tablespoon maple syrup or agave nectar

3/4 teaspoon sea salt, or to taste

2 to 2-1/2 teaspoons apple cider vinegar, raw or lemon juice, fresh squeezed

1/2 teaspoon Dijon mustard

Combine all ingredients except vinegar or lemon juice in blender, blending until smooth. Slowly add vinegar or lemon juice until liquid thickens.

Recipes from VEGAN WORLD FUSION CUISINE (Thousand Petals Publishing; November 2004; \$24.95/Hardcover)

## For Immediate Release

**This article may be used in whole or part with attribution please.**

Media kits, review copies and interviews available on request.

High-resolution support photography available on request.

Contact: Cate Cummings 1-800-769-0396 email [Cate@bookpublicity.com](mailto:Cate@bookpublicity.com)

**The World Fusion Weekly - From the creators of *Vegan World Fusion Cuisine***

## SUPER FOODS OF SUMMER - FLAX

*The nutritional benefits of Organic Whole Flax Seed* are literally mind boggling. Besides being delicious and the perfect antidote to fast foods and heavy breads, check out why we are so excited about the variety of health benefits from simply adding Flax to your diet:

*In addition to being the best plant source* for Essential Fatty Acids (EFA), Flaxseed is also an excellent source of soluble (viscous) and insoluble fibers, lignans (a phytoestrogen found to help protect against certain cancers), high quality protein and potassium. Because of the soluble fiber component in Flaxseed, various researchers have also revealed that Flax can modestly reduce both total and LDL (bad) cholesterol values. Flax seed contains lignans that are reputed to have anti-viral, anti-bacterial, anti-fungal and anti-cancer properties.



### FLAX - NUTRITIONAL BENEFITS

*Flax seeds have the richest source of lignans*, 100 times more than the next best source, wheat bran. The majority of lignans is found in the seed, giving it an advantage over Flax oil. Flax seed also contains lecithin which emulsifies fat and cholesterol. These little seeds improve digestion, help stabilize blood glucose levels and enhance cardiovascular health.



*In addition to being the best plant source* for Essential Fatty Acids (EFA), Flaxseed is also an excellent source of soluble (viscous) and insoluble fibers, lignans (a phytoestrogen found to help protect against certain cancers), high quality protein and potassium. Because of the soluble fiber component in

Flaxseed, various researchers have also revealed that Flax can modestly reduce both total and LDL (bad) cholesterol values. Flax seed contains lignans that are reputed to have anti-viral, anti-bacterial, anti-fungal and anti-cancer properties.



**Flax seeds have the richest source of lignans**, 100 times more than the next best source, wheat bran. The majority of lignans is found in the seed, giving it an advantage over Flax oil. Flax seed also contains lecithin which emulsifies fat and cholesterol. These little seeds improve digestion, help stabilize blood glucose levels and enhance cardiovascular health. Try never to purchase pre made, ground Flax.

### **Potential Benefits of Flax in Fighting Heart-Disease**

Around 42% of Flaxseed's calories come from total fat. This total fat is comprised of a mix of different fatty acids: 73% polyunsaturated fat, 18% monounsaturated fat and only 9% saturated fat.

What makes this so beneficial to heart health is that the majority of the polyunsaturated fat contained in Flax is in the form of alpha-linolenic acid ( ALA ). ALA is an essential fatty acid (meaning the human body cannot create this fat from others and must get it from foods) and a precursor to the heart-disease fighting long-chain omega-3 fatty acids eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Flaxseed is the richest source of ALA in the North American diet and has many potential heart-disease fighting benefits:

- Reduces blood triglyceride values.
- Neutral effect on the good cholesterol, HDL.
- Reduces blood pressure.
- Reduces platelet aggregation (clot formation) within arterial lining.
- Reduces inflammatory response.
- May protect against stroke.

**Research shows** that integrating Flaxseed into the daily diet may have the following health benefits:

- Improved Heart Health -- Heart disease strikes tens of thousands of men and women each year and is a leading cause of death in the United States. There is growing evidence that fiber, like that found in ground Flaxseed, can promote cardiovascular function and reduce overall cholesterol levels. Flaxseed is also high in omega-3 fatty acids and is thought to improve

overall heart health by making the blood less "sticky" and thereby less likely to form clots.

- **Balanced Hormones and Reduced Hot Flashes** -- The common symptoms of menopause are the result of fluctuations in a woman's hormone levels, particularly estrogen. Research shows that plant estrogens can act as a natural way to help stabilize the body's hormonal levels which can lead to fewer hot flashes. Since Flaxseed has a high level of phytoestrogens, Flax can play an important role for women looking for natural alternatives to hormone replacement therapy (HRT). Flaxseed helps elevate estrogen levels in the body and offset the sudden hormonal shifts that can kick off hot flashes and other menopausal symptoms.
- **Healthy Digestion** -- Ground Flaxseed is a great dietary resource, according to Jane Reinhardt Martin, RD and author of "Flax Your Way to Better Health." A single tablespoon contains 2 grams of both soluble and insoluble fiber. "The insoluble fiber can help improve regularity and relieve constipation," says Reinhardt. According to Reinhardt, as a person increases the amount of fiber in the diet, it is important to increase the amount of water you drink to help the body better absorb the soluble fiber.

***In addition to nutritious fats***, Flax seeds contain other nutrients, which make eating the whole seed superior to consuming just the extracted oil:

- Flax seeds contain a high quality protein.
- Flax seeds are rich in soluble fiber.
- Flax seeds contain vitamins B-1, B-2, C, E, and carotene. Flax seeds also contain iron, zinc, and trace amounts of potassium, magnesium, phosphorus, calcium, and vitamin E and carotene.

## **THE BLOSSOMING LOTUS AND HAPPY COW – a match made in Heaven**

***The Blossoming Lotus***, in conjunction with HappyCow.net is pleased to sponsor an essay contest where you can win an all expenses paid, one-week (7 days/6 nights) trip for two to the Garden Island paradise of Kauai, Hawaii. The contest rules require that you write an essay on "*Why a Vegan Diet is Good for You and the Planet*".

***The prize includes round-trip airfare*** from any major airport in the USA, accommodation, car rental, massage, meals at the world-renowned gourmet vegan restaurant, The Blossoming Lotus, snacks & treats at The Lotus Root Juice Bar and Bakery, and many more surprises!

To register and for more information please visit [www.happycow.net](http://www.happycow.net) for all the latest details.

**Vegan World Fusion Cuisine** has just won the Nautilus 2005 Book Award in the "Best Small Press" category. Additionally, this outstanding work has been named

a finalist for several other noteworthy book awards. See it all at [www.veganfusion.com](http://www.veganfusion.com)

***Vegan World Fusion Cuisine***, by Mark Reinfeld and Bo Rinaldi is a celebration of over 200 international gourmet vegan and live food cuisine recipes from the award-winning Blossoming Lotus Restaurant on Kauai, Hawaii. In a simple and easy to follow format, it introduces the ingredients and techniques that allow you to awaken the creative chef within, gently guiding you towards a lighter, more healthful diet. These superb gourmet recipes can be easily made with natural ingredients, most all of which are available at your local market. There are discussions of the simple and harmonious changes people can make in their own kitchens.

***Vegan World Fusion Cuisine*** epitomizes the best of all cultures and offers basic tools and education, is designed and illustrated to foster and encourage a more peaceful existence through healthy and viable cooking. It comes with a comprehensive resource guide that lists over 50 groups and organizations working for peace and a sustainable future.

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**Vegan World Fusion Cuisine By Mark Reinfeld & Bo Rinaldi**

Thousand Petals Publishing \$24.95 Hardcover ISBN 0-97552837-1-5

For more information visit [www.happycow.net](http://www.happycow.net) a website that contains a worldwide, searchable dining guide to vegetarian style restaurants and natural health food stores.

You can also request information be sent to you by sending an email to: [contest@happycow.net](mailto:contest@happycow.net) and place the words "Vegan World Fusion Contest" in the subject line.

For more information or to receive a complimentary free subscription to the ***World Fusion Weekly***—the newsletter containing critical information on foods essential for a healthy lifestyle, contact [weekly@happycow.net](mailto:weekly@happycow.net). This expert source is brought to you by the creators of ***Vegan World Fusion Cuisine*** and the Chefs at the Blossoming Lotus Restaurant on Kauai, Hawaii. It is dedicated to bringing you the best of all cultures from all over the world, offers basic tools and education, is designed and illustrated to foster and encourage a more peaceful existence through healthy and viable cooking.

-end-

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Contact: Cate Cummings 1-800-769-0396 email [Cate@bookpublicity.com](mailto:Cate@bookpublicity.com)

## **BLOSSOMING LOTUS MENU CERTIFIED KOSHER KAUA'I, HAWAII**

**Travelers coming to Hawaii now have a brand new culinary option when visiting the island of Kaua'i.**

**The Blossoming Lotus Restaurant in Downtown Kapa'a** is proud to announce that the Chabad of Hawaii has just certified their menu as Kosher.

This certification recognizes the restaurants continuous full time commitment to cleanliness and quality food preparation at the highest of Jewish food preparation standards.

Rabbi Itchell Krasnjansky, the certifying Rabbi, writes, "Thank you for your interest in going kosher and I look forward to our continued partnership."

Here's a kosher recipe for:

### **Martin's Kasha Varnishkes**

15 min prep / 20 min cooking / 2-3 servings  
8 C Filtered water  
3 C Bow tie pasta  
2 Tbl Olive oil  
1 medium Onion, diced  
2 tsp Garlic, minced  
¾ C Buckwheat, roasted (kasha)  
1 Tbl Flax seed, ground  
1 ¾ C Filtered water or vegetable stock  
2 Tbl Italian parsley, minced  
Pinch Cayenne pepper  
Sea salt, to taste  
Black pepper, ground to taste  
1 Tbl Flax oil

### ***Loving Preparation***

Bring 8 C of water to a boil in a 3 qt pot. Add bow tie pasta, reduce heat to medium and cook until soft but firm, approximately 8 minutes.

Remove from heat, drain well and place in a large mixing bowl.

While pasta is cooking, place oil in a large sauté pan on medium high heat. Add onion and garlic, cook for 3 minutes, stirring frequently.

Add kasha and flax seeds, cook for 2 minutes, stirring constantly.

Slowly add 1 ¾ C water or stock, stirring constantly.

Reduce heat to simmer and cook until all liquid is absorbed, approximately 15 minutes. Gently fluff with a fork, add to bowl with pasta. Add remaining ingredients and mix well.

Mazel Tov.

This recipe is excerpted from ***Vegan World Fusion Cuisine***, by Mark Reinfeld, Bo Rinaldi and the Chefs of the Blossoming Lotus Restaurants.

For more information, please contact Mark Reinfeld at 808.822.0820 or visit [www.happycow.net](http://www.happycow.net) a website that contains a worldwide, searchable dining guide to vegetarian style restaurants and natural health food stores.

-end-

Additional background information

***Vegan World Fusion Cuisine*** is a celebration of over 200 international gourmet vegan and live food cuisine recipes from the award-winning **Blossoming Lotus Restaurant on Kauai, Hawaii**. In a simple and easy to follow format, it introduces the ingredients and techniques that allow you to awaken the creative chef within, gently guiding you towards a lighter, more healthful diet. These superb gourmet recipes can be easily made with natural ingredients, most all of which are available at your local market. This book is more than an exquisite cookbook filled with delicious and creative recipes and earthly delights. It is a manual for the future packed with educational guidance and inspiration for sustainable non-violent living.

***Vegan World Fusion Cuisine*** has just won the Nautilus 2005 Book Award in the "Best Small Press" category. Additionally, this outstanding work has been named a finalist for several other noteworthy book awards. See it all at [www.veganfusion.com](http://www.veganfusion.com)

For more information visit [www.happycow.net](http://www.happycow.net) a website that contains a worldwide, searchable dining guide to vegetarian style restaurants and natural health food stores.

For more information or to receive a *complimentary free subscription* to the ***World Fusion Weekly***—the newsletter containing critical information on foods essential for a healthy lifestyle, contact [weekly@happycow.net](mailto:weekly@happycow.net). This expert source is brought to you by the creators of ***Vegan World Fusion Cuisine*** and the Chefs at the Blossoming Lotus Restaurant on Kauai, Hawaii. It is dedicated to bringing you the best of all cultures from all over the world, offers basic tools and education, is designed and illustrated to foster and encourage a more peaceful existence through healthy and viable cooking.

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For Immediate Release

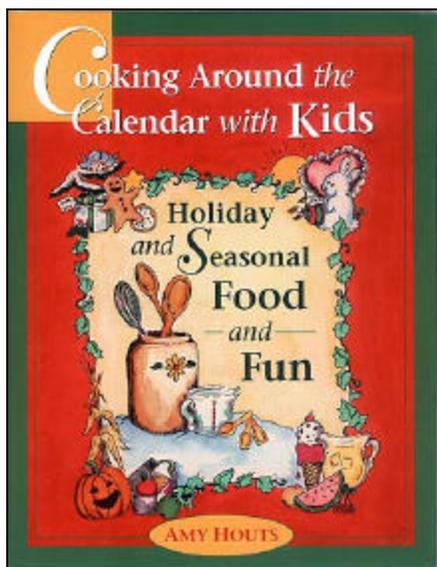
Contact Lee Jackson, 660-582-4279 [info@imagesunlimitedpub.ccom](mailto:info@imagesunlimitedpub.ccom)

## Timely Resource for National Family Meal Day

Is your family on the run from morning until night? Never have time to reconnect? Even at mealtime?

The pleasures of cooking and eating meals with the family are rarely practiced in our hurry-up world. Millions of children and adults eat "out of the refrigerator" and often alone, or spend more time at fast-food restaurants than at their own tables.

Amy Houts would like to see that change and her book, **Cooking Around the Calendar With Kids – Holiday and Seasonal Food and Fun** is the beginning of a mission to help families cook and eat meals together. Over 150 of the recipes and suggestions in the book are intended to help in preparing seasonal food, establishing meaningful traditions, and cherishing the joy of spending family meal time together.



This book is a timely resource for the upcoming **National Family Meal Day** to be celebrated **September 26**. On this day families are encouraged to sit down and eat dinner as a family. It is a revealing fact about our society when we need a special day to acknowledge the importance of eating together.

Eating together tends to strengthen bonds between loved ones. There is a strong connection between food, family and friends. Cooking and sharing meals together is an extremely powerful way of connecting with the people you care about.

Make mealtime a time to reconnect with your family. Ask your kids to tell you about their day and share what is happening in your world. Forget the phone, the doorbell and TV. Make this your special time, not only on National Family Meal Day but perhaps a regular part of any day.

Here is a recipe from the cookbook, *Cooking Around the Calendar With Kids – Holiday and Seasonal Food and Fun* that will get the family working together and then enjoying their meal together.

# Easy Vegetable Soup

1 pound ground beef or ground turkey  
1 onion, chopped  
3 cups beef broth  
3 carrots, pared and sliced  
3 stalks celery, sliced  
1/4 cabbage, shredded  
1 (8-oz.) can tomato sauce  
3 tablespoons uncooked rice  
1 (16-oz.) can kidney or red beans.  
Season to taste

Brown ground beef or turkey and onion in a 4 qt. pot. Drain fat. Meanwhile, prepare vegetables. Allowing children to pare, shred, or dice vegetables will depend on the age of the child.

Children can measure beef broth and rice and add to pot along with the vegetables. Bring to boil, then turn down heat, cover, and simmer or our. Yield: 6 servings

**Cooking Around the Calendar With Kids – Holiday and Seasonal Food and Fun** is available from libraries, select bookstores, and directly from Snaptail Press, Division of Images Unlimited, P.O. Box 305, Maryville, MO 64468 or through their website at [www.snaptailpress.com](http://www.snaptailpress.com) (\$24.95 plus 4.00 postage)

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Media kits, review copies, and interviews available on request. Special feature story inquiries welcome.

For Immediate Release

Contact: Mary Ellen Gross, 858-456-0707,

For your upcoming healthy food column:

## SHORTCUT TO COMFORT

***You may not have all day to cook, but that's no reason not to enjoy savory homemade soup.***

There's no better winter comfort food than hot chicken soup—the warmth, the aroma, the memories it conjures up of home and hearth. The problem is, few of us have the hours needed to stay home and tend the stove, making it from scratch.

Not to worry: *The Wellness Kitchen* (Rebus, 2003) offers a savvy shortcut to homemade. This soul-soothing chicken noodle soup starts with storebought broth. You can use a high-quality canned version, or try a refrigerated homemade broth available in some delis. You might even try some simple variations: for instance, add 1 cup each of green beans and diced tomatoes when cooking the carrots, use 1 cup of elbow macaroni for the pasta, use chopped basil instead of dill, add 1 cup of cooked white beans along with the chicken—and you've got chicken minestrone!

*The Wellness Kitchen*, a cookbook specially created by the editors of the UC Berkeley *Wellness Letter*, offers options for making healthy eating not just a lifelong habit but a delicious one! The recipes rely on everyday ingredients and contain simple step-by-step instructions. The book also offers menu suggestions that take the guesswork out of making balanced meals.

This nutritious, low-fat soup is ready to serve in just minutes:

### **Chicken Noodle Soup (Excerpt from *The Wellness Kitchen*)**

6 cups chicken broth, homemade or canned  
2 carrots, thinly sliced  
¼ teaspoon salt  
¼ teaspoon pepper  
1 cup broken vermicelli or angel hair pasta  
2 cups diced cooked chicken breast  
1/3 cup minced fresh dill

1. In a medium saucepan, bring the broth to a boil over medium heat. Add the carrots, salt and pepper. Cover and cook until the carrots are tender, about 5 minutes.
2. Add the noodles to the boiling broth and cook, covered, until the noodles are tender.
3. Add the chicken and dill to the boiling soup and cook just until the chicken is heated through, about 1 minute. Makes 4 servings.

**Per serving: 211 calories, 2.8 grams total fat (0.8 gram saturated), 60 mg cholesterol, 2 grams dietary fiber, 15 grams carbohydrate, 28 grams protein, 886 mg sodium. Good source of beta carotene, niacin, selenium, vitamin B<sub>6</sub>.**

For more information visit [www.wellnessletter.com](http://www.wellnessletter.com).

To receive a review copy of *The Wellness Kitchen*, please contact Mary Ellen Gross, 858-456-0707, [sizzle@connectnet.com](mailto:sizzle@connectnet.com).

## Healthy food column ideas from Chef Walter

Contact the chef at [chef@chefwalter.org](mailto:chef@chefwalter.org)

### *Living It Up with Chef Walter*

## Saving Money and Time on the Leanest Meats

You are throwing your money away! You are buying expensive lean cuts of meat for your family's health, laboring for hours cooking it, only to have the meal be less than spectacular. The meat is dry and chalky and the sauce, though it is low in fat, cannot make up for the tough and sandy entrée. It's not the butchers fault, it's not that you're a bad cook, and it's not that funky internet recipe you downloaded, it is because no one has ever answered the question, "How do you cook a great meal using the leanest cuts of meat?"

Make sure the recipe you select is designed for a lean cut of meat .Recipes written for cuts of meat high in fat and connective tissues require cooking over low heat for extended periods of time, but this cooking technique will leave your lower fat entrees inedible.

Whether you are roasting, stewing, or sautéing be careful not to overcook the lean cut. High heat cooking for shorter periods of time is the best method for retaining the natural juices.

Don't just use boneless skinless chicken breasts; try out the skinless chicken thighs as well. Since almost all of the fat in chicken meat is underneath the skin, skinless thighs are almost as low in fat as the breast and can be much tastier.

For years, chefs have used the "trick" of high acidity sauces to cover the flavor of fat and tallow. For lean cuts, always prepare sauces lower in acidity to allow the natural flavors to develop and shine through. Try the peach ginger sauce below.

Ginger and Peach Pork Tenderloin

Ingredients:

2 teaspoons olive oil  
4 pork loin chops, about 4 to 6 ounces each  
salt to taste  
freshly ground black pepper  
1 medium yellow onion, sliced  
2 cloves fresh garlic, minced  
1 cup peach juice

3 peaches, pitted and dice  
1 tablespoon fresh grated ginger  
4 or 5 sprigs of fresh thyme  
1 tablespoon chopped fresh oregano  
1/4 teaspoon crushed red pepper

Directions:

Heat the olive oil in a large skillet over medium-high heat. Season the pork chops with salt and pepper and sear them on both sides until just cooked through, about 4 to 6 minutes per side. Transfer the pork chops to a platter and keep warm. In the same pan, add the onion and garlic and turn the heat to high, season with salt and pepper and cook about 3-4 minutes until the onions are golden brown. Remove the onions mixture to the platter the chops are on, add the peach juice and scrape the bottom of the pan to loosen any of the browned bits. Add the diced peaches and ginger and cook until they are tender and the sauce has thickened slightly. About 6 minutes. Add the thyme, oregano and crushed red pepper. Return all the ingredients to the pan and bring to serving temperature. Serve the pork chops topped with the peach-onion mixture.

Serves 4.

Nutrition Facts per serving:

310 calories, 10g total fat, (4g saturated fat), 51mg cholesterol, 321mg sodium, 24g carbohydrates, 4g dietary fiber, 20g protein.

Visit Chef Walter online at your newspapers website for healthy cooking information, monthly newsletters, recipes, tips and more! Or go to [www.chefwalter.org](http://www.chefwalter.org)

### **Living It Up with Chef Walter**

## Creating a Complexion Cocktail

Every day the sun's rays are damaging your skin, wind and harsh cleansers are drying your complexion and no one is getting any younger. After a long summer in the sun it is a good idea to pay a little attention to your complexion. Nothing radiates good health and vitality like your skin and it is a great place to start on your road to better health.

Try this amazing salad below, the spinach and peppers are loaded with vitamins A and E which assist the body in repairing the skin and stop the

damage in the first place. The salmon and eggs are essential sources of biotin a critical component in cell replacement for the skin. The salmon is also high in omega 3 fatty acids that help maintain skin integrity.

### **Complexion Cocktail Salad**

#### Ingredients

4 cups Fresh Baby Spinach  
1/2 cup Red Sweet Peppers, sliced in strips  
2 oz Roasted Almonds  
12 oz Hot Smoked Salmon  
4 Hard Boiled Eggs, diced  
2 tablespoons Extra Virgin Olive Oil  
1/4 cup Orange Juice  
1/3 cup Red Wine Vinegar  
1 tablespoons Granulated Sugar  
1 tablespoons Garlic, minced  
pinch of cayenne pepper  
2 Sprigs of Fresh Dill Weed, minced  
Salt and Pepper to taste

#### Directions

Wash and trim the spinach and place one cup on each plate, divide the red peppers and almonds between the four servings. Flake the hot smoked salmon evenly on each salad and top with the diced hard boiled eggs.

In a small bowl mix the olive oil, orange juice, red wine vinegar, sugar, garlic, cayenne pepper, dill weed and salt and pepper. Whisk until incorporated. Dress the salads and serve. Makes 4 servings

Nutrition Facts per serving, 477 calories, 30g total fat, (6g saturated fat), 295mg cholesterol, 1000mg sodium, 13g carbohydrate, 3g dietary fiber, 29g protein Calories 447

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Or go to [www.chefwalter.org](http://www.chefwalter.org)

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Digital photography of Chef Walter and dishes available on request.



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