



News

FOR IMMEDIATE RELEASE

Carrie Bachman 646.459.9696 / carrie@carriebachman.com

Gypsy Lovett 201.748.5627 / glovett@wiley.com

HOW TO COOK EVERYTHING® VEGETARIAN

SIMPLE MEATLESS RECIPES for GREAT FOOD

BY MARK BITTMAN

The “must-have for the vegetarian cook’s shelf.” - ★ *Publishers Weekly*, starred review

“An essential purchase for all cookery collections.” ★ *Library Journal*, starred review

*The man who inspired a whole generation to cook now teaches us all
how to cook vegetarian.*

Author of the bestselling *How to Cook Everything*, writer of the popular weekly *New York Times* column “The Minimalist,” and host of the award-winning public television show “How to Cook Everything: Bittman Takes on America’s Chefs”, Mark Bittman has profoundly influenced how Americans cook at home.

Now, with **HOW TO COOK EVERYTHING VEGETARIAN: Simple Meatless Recipes For Great Food** (on-sale October 22, 2007; Wiley, \$35.00/hardcover), Bittman has written the breakthrough definitive guide to inspire and satisfy health-conscious omnivores, flexitarians, passionate vegetarians, and vegans.

Everyone knows a diet that includes a lot of vegetables, fruits, whole grains, and legumes is healthier than one that doesn’t. Bittman says, “I wrote this book to convince everyone (and to be sure, me) to increase the proportion of plant-based foods in our diets.” **HOW TO COOK EVERYTHING VEGETARIAN** shows cooks how vegetarian meals can be delicious, simple to make, easy to vary, and enjoyable to explore.

The book’s 1,000-plus pages and 2,000 recipes and variations will inspire countless meals that suit any cook’s taste, budget, and mood. Recipes are organized into chapters on Salads; Soups; Eggs, Dairy, and Cheese; Produce; Pasta; Grains; Legumes; Tofu and other High-Protein Foods; Breads and Sandwiches; Sauces; and Desserts.

The variety of options with many of the recipes is simply remarkable. For example, with the *Essential Bean Salad* recipe, there are seven variations including Italian, Japanese, or Indian flavorings. With *Butternut Squash, Braised and Glazed*, there are six variations, including with Coconut Milk and Curry or with Saffron and Almonds. With *Vegetable Lasagna* there are White, Pesto, and Vegan variations.

Like all of Bittman’s work, **HOW TO COOK EVERYTHING VEGETARIAN** is thorough and particularly accessible; much work has gone into making the wealth of information, ideas, and recipes as easy to use as possible.



Features include:

Recipe Symbols for meal planning:

F: fast, takes less than 30 minutes to prepare.

M: the dish can be made ahead—either in full or to a certain point—for serving later.

V: the recipe is vegan—no eggs and dairy.

For easy reference, in the back of the book there's a list of recipes sorted by these recipe symbols.

Lists and Charts:

For ideas on how to make use of all the recipes, Bittman offers dozens of sidebars like these lists:

- 18 Dips to Serve with Crudités
- Big-Deal Vegetable Dishes for Holidays and Celebrations

There are also charts that offer detailed at-a-glance reference like:

- Everyday Grains
- Grilling Vegetables

and that help readers adapt recipes like:

- 25 Fast and Easy Ways to Spin Tomato Sauce
- 10 Taco and Burrito Ideas

More than 250 How-to Illustrations such as preparing fennel, making ravioli, and forming veggie burgers.

Just as **HOW TO COOK EVERYTHING** became the bible for a new generation of home cooks, **HOW TO COOK EVERYTHING VEGETARIAN**, as Bittman says, offers “simple, straightforward, good-tasting cooking. It just happens to exclude meat, poultry and fish”. This is a book that cooks will use often, rave to friends about, and buy as a gift.

ABOUT THE AUTHOR

Mark Bittman is among the country's most widely respected and beloved food writers and home cooks. His bestselling *How to Cook Everything* won both the James Beard and Julia Child–IACP cookbook awards and helped rekindle enthusiasm for cooking across America. His must-read weekly *New York Times* column, "The Minimalist," and his frequent appearances on the Today show similarly showcase his love of simple and delicious food. Bittman has written more than a dozen cookbooks, including *Fish* and *Best Recipes in the World*, the inspiration for a companion public television series starring the author.

HOW TO COOK EVERYTHING VEGETARIAN by Mark Bittman

Wiley Hardcover; October 22, 2007; 944 pages, \$35.00; ISBN-13: 978-07645-2483-7

Founded in 1807, John Wiley & Sons, Inc., provides must-have content and services to customers worldwide. Wiley is a global knowledge company with a diverse portfolio of technology, business, consumer and how-to brands, computer-based learning tools, Web-based products and Internet e-services. Wiley's best-selling brands and imprints include Jossey-Bass, For Dummies, Betty Crocker, The Culinary Institute of America (CIA), Bible, Cliffs Notes, Frommer's, Unofficial Guides, Visual, Weight Watchers, Ernst & Young, JK Lasser and Webster's New World. Wiley has thousands of active titles in 39 languages and also owns the websites www.cliffsnotes.com, www.dummies.com and www.frommers.com.





Interview topics

for

Mark Bittman

**How to Cook
Everything
Vegetarian**

Simple Meatless Recipes for Great Food

Mark Bittman

Media Contact:

Carrie Bachman 646.459.9696 / carrie@carriebachman.com

Gypsy Lovett 201-748-5627 / glovett@wiley.com

-
- You state clearly that you are not a vegetarian, so why did you write this book?
 - Did working on HOW TO COOK EVERYTHING VEGETARIAN change the way you cook and what you eat?
 - Is this a book just for vegetarians?
 - HOW TO COOK EVERYTHING VEGETARIAN is huge. With more than 1,000 pages, 2,000 recipes and variations, how did you decide what made it into the book and what didn't?
 - There is so much information in the book. How do you see cooks using the book?
 - What are the biggest changes you've seen in vegetarian cooking and ingredients in the last ten years?
 - Can you share some of your favorite recipes from HOW TO COOK EVERYTHING VEGETARIAN?