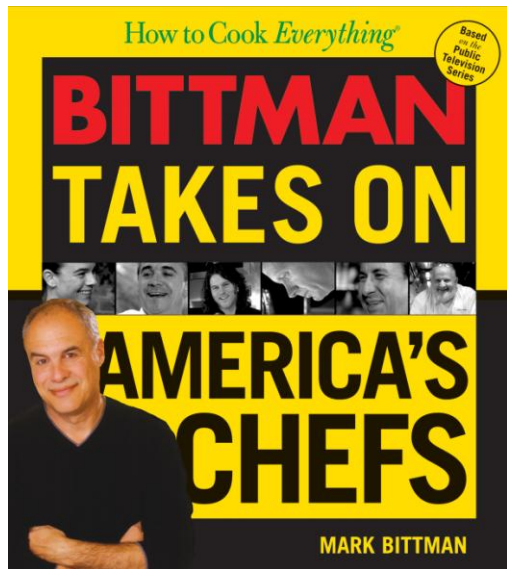




News

FOR IMMEDIATE RELEASE

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How to Cook Everything®

Bittman Takes on America's Chefs

Companion Book to the Public Television Series

By Mark Bittman

Who better to challenge the authority of the culinary ruling class than Mark Bittman, the celebrated everyman, bestselling author, *New York Times* columnist and 'prove it!' straight shooter?

In his latest **HOW TO COOK EVERYTHING: BITTMAN TAKES ON AMERICA'S CHEFS** (Wiley, ISBN 0-7645-7014-5; April 2005; \$24.95), a companion book to the 13-part PBS series launching in April, Bittman sets out to prove that "simple food cooked at home can taste as good as four-star restaurant cooking."

To create this no-holds barred, seriously fun series of battles, Bittman and crew crisscrossed the country and banged on the kitchen doors of Jean-Georges Vongerichten, Daniel Boulud, Michel Richard, Suzanne Goin, Gary Danko, José Andrés, James Boyce, Charles Phan, Kerry Simon, Suvir Saran, Gabrielle Hamilton, Anna Klinger and Chris Schlesinger. All thirteen suited up – some eagerly, some tentatively – for some friendly kitchen combat: *mano-a-mano*.

These superstar chefs prepared their signature dishes and Bittman replied with a dish inspired by their cooking. Often taking only a quarter as much time, half of the ingredients, and just a sliver of the talent, Bittman produced 100 percent of the flavor, proving that cooking need not be over-the-top to produce delicious results.

This vibrantly packaged book is rich with personality, expertise and know-how, as practiced art is set against the art of practicality. There are essays written in Bittman's distinctive voice on the chefs, the challenges, and the food they created together, recipes in his inimitably straightforward style, and typically informative sidebars. Tips on technique and technicalities are featured throughout the book – after all, there is plenty to be learned from these all-star perfectionists.



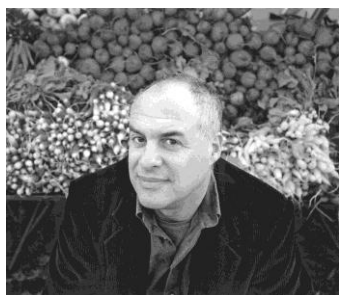
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Shop Talk features show how great minds think alike -- or don't -- with direct transcript of the good-natured verbal sparring that took place during culinary crossfire. Photographs include snapshots of the friendly combatants in action, step-by-steps, and beauty shots of the finished dishes.

With over 120 recipes--from starters to desserts--readers looking for something simple or something va-va-voom, will find a mouth-watering array of choices, including:

- Jean-Georges Vongerichten's *8-Step Sea Bass Fillets* vs. Bittman's *Weeknight Sesame Crusted Fish*
- Daniel Boulud's *Lamb extravaganza* vs. Bittman's "Too-Simple" *Lamb Shoulder*
- Michel Richard's *Supreme Lobster Roll* vs. Bittman's *Traditional "Lobstab Roll"*
- José Andrés *Authentic Mushroom and Chicken Paella* vs. Bittman's *Fast Shrimp "Paella"*
- Chris Schlesinger's *Shucked and Grilled Mollusks* vs. Bittman's *No-Work Southeast Asian Grilled Clams*;
- Suzanne Goin's *Weekend Only Stuffed Chicken "Poule au Pot"* vs. Bittman's *Anytime Stuffed Chicken Breasts*
- Gary Danko's *Classic Persimmon Pudding* vs. Bittman's *Zero-Work Frozen Persimmons*
- Gabrielle Hamilton's *Real Mojito* vs. Bittman's *Easier (Better?) Rum Drink*

Though their everyday cooking situations could not be more different – million dollar kitchens, imported ingredients, small armies of support vs. a home cook who shops at his local supermarket – Bittman and the chefs found common ground. At the heart of every over-the-top restaurant dish is a simpler recipe; the foundation of every highly constructed recipe is the building block for any cook and any meal. So whether you want to eat well on a weeknight or pull out the stops for your weekend guests, you'll find plenty of inspiration on every page, from four-star spectacular to four-step superb.



ABOUT THE AUTHOR

Mark Bittman is one of the country's best-known and widely admired food writers and is the creator and author of the popular New York Time weekly column, "The Minimalist." **How to Cook Everything** (John Wiley and Sons, 1998), and (the branded series spin-offs) have sold over a million copies and was honored with both the Julia Child general cookbook award and the James Beard general cookbook award. The other series books include: **How to Cook Everything: The Basics**, **How to Cook Everything: Quick Cooking**, **How to Cook Everything: Vegetarian Cooking**, **How to Cook Everything: Holiday Cooking**, **How to Cook Everything: Easy Weekend Cooking**, **How to Cook Everything: Special Edition (with CD-Rom)**.

Among his other books: the award-winning **Minimalist Cookbook** series: **The Minimalist Cooks at Home**, **The Minimalist Cooks Dinner**, and **The Minimalist Entertains** (Doubleday/Broadway); **Fish—The Complete Guide to Buying and Cooking** the best-selling book on the subject and co-author with Jean-Georges of **Jean-Georges: Cooking at Home with a Four-Star Chef**, winner of the James Beard.

Mr. Bittman is a regular guest on the *Today* show and NPR's *All Things Considered* and has appeared on countless national and local radio and television shows.

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