

FOR IMMEDIATE RELEASE

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AMERICA'S TEST KITCHEN REINVENTS TRUSTED FAMILY COOKBOOK

1,100 NEW RECIPES IN 10TH ANNIVERSARY EDITION

A million home cooks rely on *The America's Test Kitchen Family Cookbook*, but much has changed in the decade since this landmark cookbook was published. The test kitchen has continued its quest to create the absolute best versions of recipes everyone counts on, including crispy roast chicken, hearty beef stew, fudgy brownies, and flaky pie dough. In addition to creating new (and even better) versions of these classic dishes, the test kitchen has explored new ingredients and new styles of cooking in the intervening years. Given all these changes, it was time to do more than simply update this landmark cookbook.

The test kitchen team spent more than a year rebuilding this classic cookbook from the ground up. *The New Family Cookbook* contains more than 1,100 new recipes accompanied by new photography and a brand-new package. The result is a comprehensive but approachable tome that every cook will want in the kitchen, for many years to come.

WHAT'S NEW

The Package

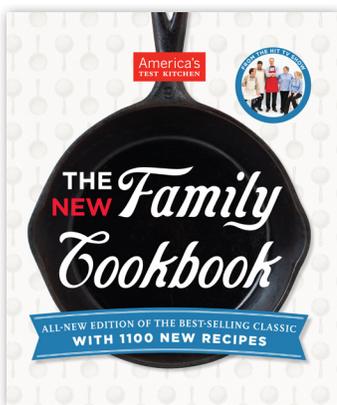
This new edition is hardcover (rather than ringbound) and features a fresh design with four-color food photography throughout. And at 888 pages, it is even bigger and more comprehensive than the original.

1,100 Foolproof Recipes

New recipes like Weeknight Roast Chicken (which roasts in the oven in a preheated skillet), Slow-Roasted Beef (salting an eye-round roast, searing it, and then roasting it in a very low oven makes this bargain cut tender and juicy), and Foolproof Pie Dough (we replace some of the water with vodka) represent landmark work done during the past 10 years in the test kitchen. New recipes like Kale and Sunflower Seed Pesto are fresher updates of the classics. In the mix are more recipes using grains (everything from farro to quinoa), as well as vegetarian entrées.

Learn How Tutorials

Throughout the book are 60 illustrated tutorials for core recipes and techniques that the test kitchen thinks everyone should master—things like making a pan sauce, carving a chicken, making a classic quiche or pot roast, or stir-frying tofu.



THE NEW FAMILY COOKBOOK

Publication Date: October 2014

- \$40
- 8½ x 10
- 888 pages, hardcover
- More than 1,400 color photos

ISBN 978-1-936493-85-2

Please visit ATKFamily.com for a complete table of contents, featured recipes, high-resolution assets, and more materials.

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These step-by-step features will sharpen any cook's skills and teach the test kitchen's secrets for making food taste better.

The ATK Shopping Guide

This valuable shopping guide (expanded and fully updated) features the test kitchen's no-nonsense ratings of equipment and ingredients. With this information, anyone can be a smarter consumer whether buying a charcoal grill, a garlic press, chicken broth, or canned tomatoes.

More than 1,000 Step-by-Step Photos

Color photos illustrate ingredient prep techniques as well as key steps within recipes.

WHAT'S THE SAME**200 Classic, Foolproof Recipes**

These are recipes that we considered too good and too popular to omit—recipes for buttermilk coleslaw, garlic mashed potatoes, simple baked chicken, skillet lasagna, long-cooked meat ragu, and pound cake.

Great Resource Material

Throughout the book All About pages present valuable information, often with cooking charts, including how to cook rice, grains, and beans; how to brine meat and poultry; and how to buy fish. Home cooks will refer to this information again and again.

Fast Recipes

Every recipe lists the total time required to make it, and faster recipes (45 minutes or less) are highlighted with an icon.

In short, *The New Family Cookbook* continues the mission of the first book: teaching people to cook with confidence. And perhaps most important, we offer our test kitchen guarantee: These recipes will work the first time and every time.

MEDIA REQUESTS

Christopher Kimball and the editors of *Cook's Illustrated* and *Cook's Country* are available for interviews upon request. For more information or for television and/or print interview requests, contact:

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About America's Test Kitchen

America's Test Kitchen is a 2,500-square-foot kitchen located just outside Boston. It is the home of *Cook's Illustrated* and *Cook's Country* magazines and is the workday destination of more than four dozen test cooks, editors, and cookware specialists. Our mission is to test recipes until we understand how and why they work and until we arrive at the best version. We also test kitchen equipment and supermarket ingredients in search of products that offer the best value and performance. You can watch us work by tuning in to our public television shows, *America's Test Kitchen* and *Cook's Country from America's Test Kitchen*.

For thousands of recipes and updated equipment ratings and taste tests, or to sign up for a free trial issue of *Cook's Illustrated* or *Cook's Country* magazine, visit:

CooksIllustrated.com

CooksCountry.com

For broadcast times, free recipes, and full-episode videos from our public television shows, *America's Test Kitchen* and *Cook's Country from America's Test Kitchen*, visit:

AmericasTestKitchenTV.com

CooksCountryTV.com

Curious to see what goes on behind the scenes at America's Test Kitchen? Our newest website features kitchen snapshots, exclusive recipes, video tips, and much more.

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