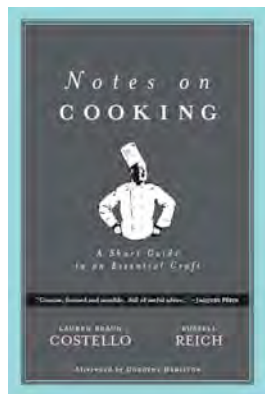


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Cook more, do it well, do it right...

NOTES ON COOKING: A SHORT GUIDE TO AN ESSENTIAL CRAFT

*Acclaimed new book delivers what every cook needs to know –
beyond the recipe*

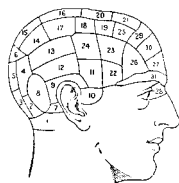
New York, NY – Daniel Boulud calls it “superb;” Lidia Bastianich says it is “invaluable.” James Peterson finds it “indispensable.” Dan Barber believes it will “inspire.” Michael Romano declares it “wonderful;” Gael Greene says it is “amazing.” But it’s not a restaurant that unites this diverse collection of renowned chefs and writers. It’s a book – a book on cooking, yes, but one without a single recipe.

Introducing *Notes on Cooking: A Short Guide to an Essential Craft* (June 2009; RCR Creative Press, \$21.95). A remarkable primer of immediately useful and utterly relevant kitchen guidance, *Notes on Cooking* serves up what every cook needs to know, beyond the recipe: 217 “notes” organized into 19 chapters that deliver enduring culinary truths, the highest standards of conduct, and timeless gems of cooking wisdom.

From understanding the recipe to presentation, from tools to storage, from stocks and sauces to wine and spirits, the assertive, no-nonsense language of *Notes on Cooking* provides the explanatory commentary, helpful examples, and insights (from Alice Waters, Escoffier, da Vinci, and many others) that will help anyone become a better cook. The notes also include life lessons – about how to bring delight, how to recognize quality, and how to see beauty in simplicity – that are as valuable outside the kitchen as they are inside.

Notes on Cooking is for the everyday cook wanting to improve, the seasoned expert looking to review the highest culinary standards, and the food lover seeking a fascinating glimpse into the pursuit of epicurean excellence. The book also features a recommended equipment list, an annotated reading list, suggestions for food pairings, and more. Until now, such enduring good advice – especially this quick, efficient, and easy – has rarely been found outside a professional kitchen or textbook.

“There is a bounty of exceptionally good recipes out there. But the best recipes alone do not teach much. They just outline a procedure. We wanted to fill the gap,” says co-author and chef Lauren Braun Costello. “We wanted each reader to turn to any page in our book, follow any one of the notes, and become a better, wiser, more skilled cook.”



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What Strunk and White's *The Elements of Style* did for composition and grammar, *Notes on Cooking* does for the kitchen. Whether the advice is philosophical ("216. Food never lies," "10. Your soul is in the food," "20. Please, PLEASE slow down") or practical (67. "Taste as you go," "111. Always let rice rest," "170. Cook bacon in a cold pan"), *Notes on Cooking* offers a unique and invaluable apprenticeship – without a single recipe.

More information at notesoncooking.com

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Notes on Cooking is the second title in RCR Creative Press's *Notes on...* series. The first, *Notes on Directing* (<http://www.notesondirecting.com>), was a triple award-winning book endorsed by Dame Judi Dench, Sir Ian McKellen, Edward Albee, and Sir Tom Stoppard, among others.

BIOS

LAUREN BRAUN COSTELLO developed her craft in the kitchens and classrooms of some of the world's most renowned chefs and as the owner and Executive Chef of Gotham Caterers in New York City. From her work as a recipe tester for the 75th anniversary edition of *Joy of Cooking*, to culinary producer for *Pure & Simple with Michel Nischan*, she now applies her culinary skills as a private chef, instructor, and as a food stylist for national television broadcasts including *The Early Show* on CBS, ABC's *The View*, and CNN's *dLife*. She received a Grand Diploma in Culinary Arts with distinction from The French Culinary Institute and was awarded a Les Dames d'Escoffier Scholarship.

RUSSELL REICH is a writer and creative director. He is the co-author with Frank Hauser of *Notes on Directing*.

DOROTHY HAMILTON (Afterword) is founder and CEO of The French Culinary Institute, chairwoman *emerita* for life of the American Institute of Wine and Food, and was chairwoman of the board of trustees for the James Beard Foundation.

ORDERING INFORMATION

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