

PAGE STREET PUBLISHING CO.

+ WINTER 2015 +
JANUARY-APRIL



+ INSPIRING READERS TO DO THE THINGS THEY LOVE *BETTER* +

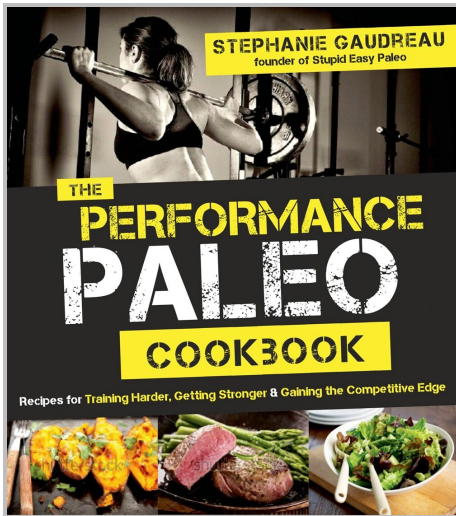
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LAY-FLAT PAPERBACK

The Performance Paleo Cookbook

Recipes for Training Harder, Getting Stronger and Gaining the Competitive Edge

Stephanie Gaudreau



COOKING / HEALTH & HEALING / GENERAL

Page Street Publishing | 1/6/2015
9781624141010 | \$21.99

Trade Paperback | 224 pages | Carton Qty:
8,000 in W | 9,000 in H | 1,000 lb Wt
80 color photos

Other Available Formats:

Ebook ISBN: 9781624141102

MARKETING

- National Magazine Targets- *Prevention, Men's Health, Women's Health, Health Magazine, Natural Health, Good Housekeeping, Woman's Day, Woman's World, Redbook, Ladies Home Journal*
- National Television Targets- Dr. Oz, The Doctors, Today, Good Morning America, The Talk, Marie, Home & Family, The Better Show
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

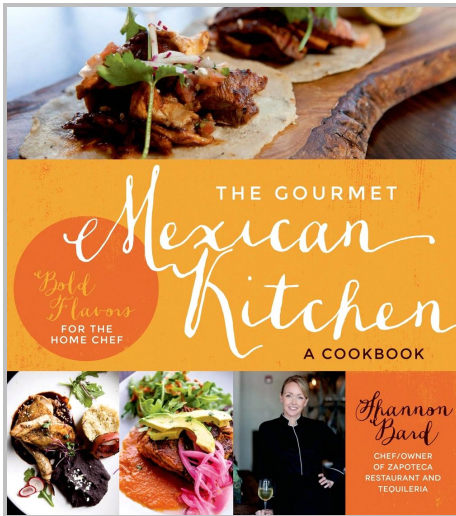
Fuel your next workout with Paleo dishes that are packed with nutrients from the best superfoods, provided by Stephanie Gaudreau of Stupid Easy Paleo, which gets over 35,000 hits a day.

High-Intensity training is one of the most effective ways to train, but you also need to be eating the right foods to get the best results. *The Performance Paleo Cookbook* gives readers 100 of the best Paleo recipes to supercharge their path to fitness.

Stephanie Gaudreau is the creator of the popular Paleo blog, Stupid Easy Paleo. Not only does she provide healthy, delicious recipes such as Mocha-Rubbed Slow Cooker Pot Roast, Warm Cinnamon Carrot Fries, Apricot Ginger Pork Tenderloin and Apple Pie Protein Shake, but she also describes in detail which meals to eat before and after your workouts to maximize the superfood benefits, and to increase your strength and speed.

Stephanie Gaudreau is the creator of the blog Stupid Easy Paleo, which gets over 35,000 hits a day, has over 38,000 subscribers, over 70,000 Facebook fans and over 24,000 Pinterest followers. Stephanie has a certificate in holistic nutrition and her work has been featured on NomNomPaleo.com, Whole9Life.com and RobbWolf.com. *Paleo Magazine* nominated one of Stephanie's recipes for a Best of 2013 Award. You can find Stephanie online at www.StupidEasyPaleo.com. She lives in San Diego, California.

LAY-FLAT PAPERBACK



COOKING / REGIONAL & ETHNIC / MEXICAN

Page Street Publishing | 2/17/2015
9781624140969 | \$19.99

Trade Paperback | 208 pages | Carton Qty:
8,000 in W | 9,000 in H | 1,000 lb Wt
70 color photos

Other Available Formats:
Ebook ISBN: 9781624141058

MARKETING

- National Magazine Targets- *Bon Appetit*, *Fine Cooking*, *Food & Wine*, *Good Housekeeping*, *Woman's Day*, *Woman's World*, *Redbook*, *Ladies Home Journal*, *Better Homes & Gardens*, *EatingWell*, *Cooking Light*, *More*, *Self*
- National Television Targets- Today, Good Morning America, The Talk, 700 Club, The View, Home & Family, Fox & Friends, Steve Harvey
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

The Gourmet Mexican Kitchen- A Cookbook

Bold Flavors For the Home Chef

Shannon Bard

Cook bold Mexican fare easily at home with recipes from a world-renowned chef.

Mexican food is a favorite among people of all ages and cultural backgrounds. Even so, many people are afraid to try their hand at creating authentic Mexican dishes because it seems too difficult. Chef Shannon Bard, co-owner of Zapoteca, a popular Mexican restaurant in Maine, is here to show you how to create bold Mexican flavors at home for new unforgettable meals.

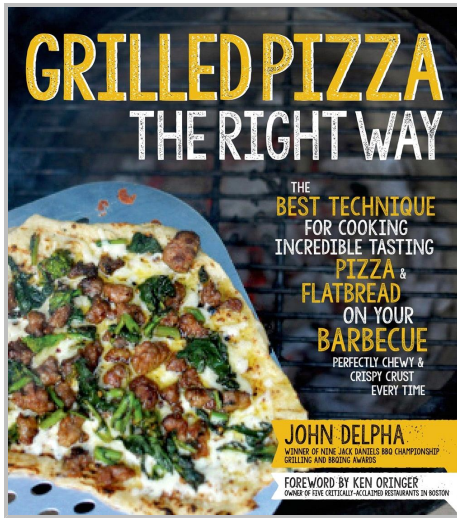
Recipes include Shannon's flavorful Roasted Oaxaca Spiced Orange and Butternut Squash Soup and her savory Sautéed Mexican Mussels with Chorizo and Tequila.

Shannon has cooked at the James Beard House and Arzak, the 8th best restaurant in the world. Her work has appeared in *Bon Appetit*, *Saveur* and *Food and Wine*. Her food is admired not only by the restaurant-goers of Maine and New Hampshire, but also by people all over the world.

Now, readers can cook over 100 gourmet Mexican dishes just like the food Shannon serves at her restaurant, and they can do it with ease.

Shannon Bard is the chef and co-owner of Zapoteca in Portland, Maine. She has cooked at the James Beard House and has won numerous awards including Best of New Hampshire and Best Farm-To-Table Restaurant. Her work has been featured in *Bon Appetit*, *Saveur* and *Food and Wine*. Shannon lives in Kennebunk, Maine.

LAY-FLAT PAPERBACK



Grilled Pizza the Right Way

The Best Technique for Cooking Incredible Tasting Pizza & Flatbread on Your Barbecue Perfectly Chewy & Crispy Every Time

John Delpha

Cook delicious pizza perfectly on the grill every time for terrific flame-seared flavor.

Pizza is the food of the people. And some people say that the only way to make pizza more delicious is to add extra cheese, but John Delpha, member of the award-winning barbecue team, IQUE, has an even better option—grilling your pizza.

Grilling pizza is the only way to get the perfect consistency and flavor. The crust is crunchy, but has a little bit of a chew to it, and the cheese is perfectly melted with a nice smoky flavor, so when you take the first bite you will be amazed. After all, John Delpha did hone his grilled pizza techniques at Al Forno in Providence, an award-winning restaurant famous for inventing grilled pizza.

With this book, John Delpha will give you all the insider techniques for cooking pizza on the grill—and 85 incredible recipes—so you can make the perfect pie every time.

John Delpha is the chef and co-owner of Rosebud American Kitchen and Bar in Boston and a part of the award-winning barbecue team, IQUE. He has more than ten awards from the Jack Daniel's International BBQ Championship and he has worked at some of the top east coast restaurants, including Mistral in Boston. John lives in Boston, Massachusetts.

COOKING / COURSES & DISHES / PIZZA

Page Street Publishing | 3/10/2015
9781624140976 | \$19.99

Trade Paperback | 208 pages | Carton Qty:
8,000 in W | 9,000 in H | 1,000 lb Wt
70 color photos

Other Available Formats:
Ebook ISBN: 9781624141065

MARKETING

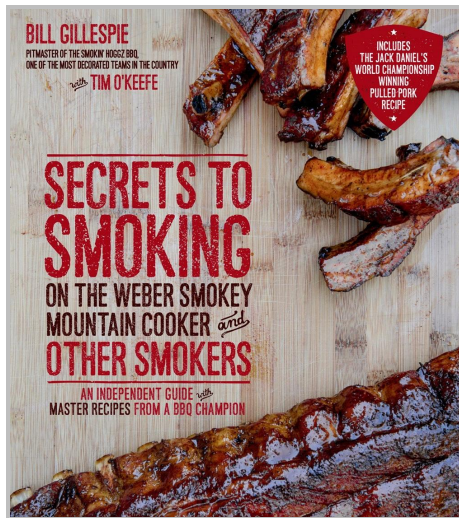
- National Magazine Targets- *Grilling Magazine, Summer Grilling, Southern Living, Maxim, Esquire, GQ, Men's Health, Good Housekeeping, Woman's Day, Woman's World, Redbook, Ladies Home Journal, Better Homes & Gardens, EatingWell, Cooking Light, More, Self*
- National Television Targets- Today, Good Morning America, The Talk, 700 Club, Home & Family, Fox & Friends, Steve Harvey
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

LAY-FLAT PAPERBACK

Secrets to Smoking on the Weber Smokey Mountain Cooker and Other Smokers

An Independent Guide with Master Recipes from a BBQ Champion

Bill Gillespie



COOKING / METHODS / BARBECUE & GRILLING

Page Street Publishing | 3/17/2015
9781624140990 | \$19.99

Trade Paperback | 192 pages | Carton Qty:
8.000 in W | 9.000 in H | 1.000 lb Wt
60 color photos

Other Available Formats:
Ebook ISBN: 9781624141089

MARKETING

- National Magazine Targets- *Grilling Magazine, Summer Grilling, Southern Living, Maxim, Esquire, GQ, Men's Health, Good Housekeeping, Woman's Day, Woman's World, Redbook, Ladies Home Journal, Better Homes & Gardens, EatingWell, Cooking Light, More, Self*
- National Television Targets- Today, Good Morning America, The Talk, 700 Club, Home & Family, Fox & Friends, Steve Harvey
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

Cook amazing dishes on a one-of-a-kind smoker.

Bill Gillespie is a member of the award-winning BBQ team, Smokin' Hoggz. Together, they have won numerous competitions, including the Jack Daniel's World Champion Invitational, and Bill's weapon of choice is the Weber Smokey Mountain Cooker.

Delicious creations that Bill produces on his cooker include Pulled Pork with Root Beer BBQ Sauce, Stuffed Sausage with Prosciutto and Cream Cheese, and Maple Glazed Salmon. Not only will Bill show readers exactly how to master the Weber Smokey Mountain Cooker, but he'll also provide his most-prized recipes to cook on the grill.

Bill makes cooking on the Weber Smokey Mountain Cooker easy, with simple instructions, personal anecdotes and of course, 85 out-of-this-world recipes. Whether readers are just starting out, or are more seasoned and looking to up their BBQ skills, with this guide they will be creating delicious dishes that'll wow the whole neighborhood.

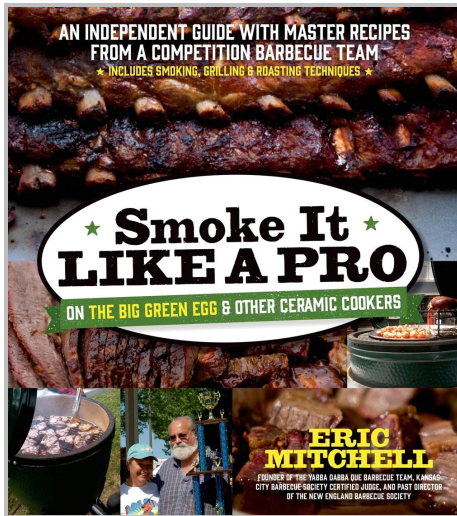
Bill Gillespie is a member of the award-winning BBQ team, Smokin' Hoggz. They have won the Jack Daniel's World Champion Invitational Barbecue competition and they have won numerous other competitions, including the Hudson Valley Rib Fest State Championship, the Roc City Ribfest New York State Championship and the BBQ Massachusetts State Championship. Bill and his team have been featured in *Forbes* magazine, *South Shore Living* magazine and the *Boston Globe*. Bill lives in Abington, Massachusetts.

LAY-FLAT PAPERBACK

Smoke It Like a Pro on the Big Green Egg and Other Ceramic Cookers

An Independent Guide with Master Recipes from a Competition Barbecue Team--Includes Smoking, Grilling and Roasting Techniques

Eric Mitchell



COOKING / METHODS / BARBECUE & GRILLING

Page Street Publishing | 3/24/2015

9781624140983 | \$19.99

Trade Paperback | 192 pages | Carton Qty:

8,000 in W | 9,000 in H | 1,000 lb Wt

60 color photos

Other Available Formats:

Ebook ISBN: 9781624141072

MARKETING

- National Magazine Targets- *Grilling Magazine, Summer Grilling, Southern Living, Maxim, Esquire, GQ, Men's Health, Good Housekeeping, Woman's Day, Woman's World, Redbook, Ladies Home Journal, Better Homes & Gardens, EatingWell, Cooking Light, More, Self*
- National Television Targets- Today, Good Morning America, The Talk, 700 Club, Home & Family, Fox & Friends, Steve Harvey
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

Learn the techniques of cooking on the Big Green Egg like a professional, including 100 recipes from award-winning barbecue master, Eric Mitchell.

The Big Green Egg is a bestselling smoker--Eric Mitchell has 6 of them. Eric has competed in some of the most prestigious BBQ competitions, including the Jack Daniel's World Champion Invitational, using the Big Green Egg and he is ready to give readers the techniques and recipes for his award-winning dishes.

The Big Green Egg is versatile, allowing for many different ways to cook a dish. Eric covers techniques such as slow smoking, grilling, roasting, baking, wok cooking and using a Dutch oven for deep-frying. And with step-by-step photos throughout, even a Big Green Egg rookie will be able to master the grill in no time.

Recipes include Coffee Encrusted Pork Tenderloin, Deep-Fried Coconut Shrimp, Bacon-Wrapped Dried Apricots and Baked Brisket Empanadas. With delicious recipes made easy on the Big Green Egg, any home cook will be able to impress family and friends at their next cookout.

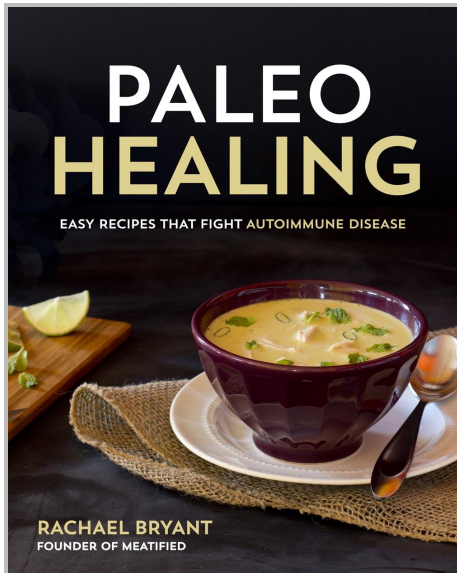
Eric Mitchell is a member of the competitive BBQ team, Yabba Dabba Que. He has competed in the Jack Daniel's World Champion Invitational Barbecue competition twice and has competed in the American Royal Invitational. Yabba Dabba Que has won Big Green Egg's Iron Chef and People's Choice awards. Eric is also a certified judge by the Kansas City Barbecue Society. He owns six Big Green Eggs. Eric lives in Bedford, New Hampshire.

LAY-FLAT PAPERBACK

Paleo Healing

Easy Recipes that Fight Autoimmune Disease

Rachael Bryant



COOKING / HEALTH & HEALING / GENERAL

Page Street Publishing | 3/24/2015
9781624141027 | \$28.00

Hardcover | 240 pages | Carton Qty:
8.000 in W | 10.000 in H | 1.000 lb Wt
80 color photos

Other Available Formats:

Ebook ISBN: 9781624141119

MARKETING

- National Magazine Targets- *Prevention, Mens Health, Womens Health, Health Magazine, Natural Health, Good Housekeeping, Womans Day, Womans World, Redbook, Ladies Home Journal, Womans Day*
- National Television Targets- Dr. Oz, The Doctors, Today, Good Morning America, The Talk, Marie, Home & Family, The Better Show
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

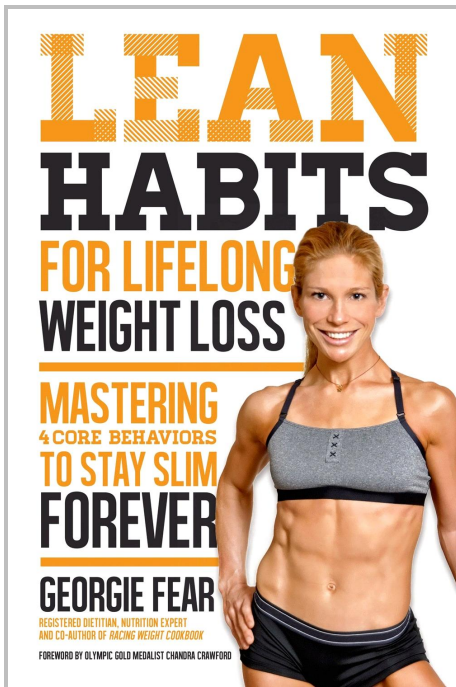
Heal autoimmune illness with a specialized version of the Paleo diet.

Autoimmune illnesses affect more than 23 million Americans, causing numerous reactions, anywhere from fatigue and itchy skin to enlarged liver and blood clots. One of the leading ways to deal with these problems is to adjust your diet.

With these 100 outstanding and nutrient-dense Paleo recipes such as Pork Belly Carnitas, Glazed ‘n Baked Chicken Wings and Calamari Ceviche Salad, you won’t even know you’re adjusting your diet. Plus, this book includes simple lists of different foods you can and cannot eat so there is no grey area, how to source your meats to get the most nutritional benefits and batch-cooking guides to save you time and money.

Easing the symptoms of autoimmune illnesses has never been easier with these delicious Paleo recipes. This cookbook is the perfect companion for anyone who is looking to heal his or her body with nutrition.

Rachael Bryant is the creator of the Paleo blog, Meatified.com, which gets over 140,000 hits a month. She lives in Flagstaff, Arizona.



Lean Habits For Lifelong Weight Loss

Mastering 4 Core Behaviors to Stay Slim Forever

Georgie Fear, foreword by Chandra Crawford

End the battle with your weight for good by mastering four easy behaviors with this non-diet weight loss book.

Lean Habits isn't about quick-fixes, restrictive dieting or calorie-counting. The four staples of lean living are all about adjusting your relationship with food so you can eat what you want, when you want but with a smarter approach. Easy modifications like learning to sense when you are truly hungry and knowing the difference between satisfied and stuffed, will be your stepping-stones to a healthy life in which you don't have to stress about your diet.

Millions of dieters are disillusioned by fad diets with celebrity endorsements but no basis in scientific reasoning. Georgie Fear is a registered dietitian and professional weight loss coach with two PhDs in nutritional science. Her approach is based on research and has been tested and proven on her clientele, including Olympic athletes and NCAA teams.

Simply put, Georgie's approach to weight loss is the only non-restrictive, customizable, flexible and effective system that works for life. You don't just learn the habits; you change the way you look at food forever. No more forbidden foods, tiny portions or liquid cleanses--just better awareness and life-long results.

Georgie Fear is a registered dietitian and professional weight loss coach. She has two PhDs in nutritional science. Her site, AskGeorgie.com has received over 1.2 million visits and the book she co-authored, *Racing Weight Cookbook*, has sold 12,497 copies. Georgie's work has been featured in *Outside* magazine, *Glamour*, *SELF*, *Women's Health* and many other publications. She lives in Vancouver, Canada.

Chandra Crawford is an Olympic gold-medalist Canadian cross-country skier.

HEALTH & FITNESS / WEIGHT LOSS

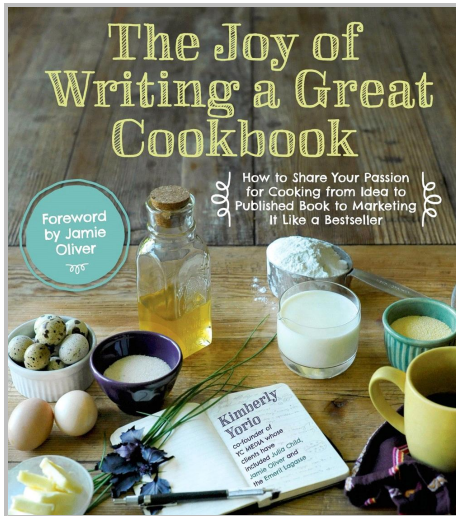
Page Street Publishing | 4/7/2015
9781624141126 | \$22.99

Hardcover | 256 pages | Carton Qty:
6.000 in W | 9.000 in H | 1.000 lb Wt

Other Available Formats:
Ebook ISBN: 9781624141133

MARKETING

- Special retail 3+ / 3% offer.
- Magazine Targets- *Self*, *Woman's Day*, *Woman's World*, *Redbook*, *Good Housekeeping*, *Ladies Home Journal*, *Reader's Digest*, *Prevention*, *Cooking Light*, *Men's Health*, *Fitness*, *Shape*, *Health*, *Total Health*, *Everyday Health*, *Working Mother*, *Parent*, *People*, *Us Weekly*, *InTouch*, *More*, *Cosmopolitan*, *Glamour*.
- Television Targets- Home & Family, Good Morning America, Today, Fox & Friends, Katie, Queen Latifah, Dr. Phil, Ellen, The Talk, Steve Harvey, The Early Show, Live with Kelly and ...



LAY-FLAT PAPERBACK

The Joy of Writing a Great Cookbook

How to Share Your Passion for Cooking from Idea to Published Book to Marketing It Like a Bestseller

Kimberly Yorio

LANGUAGE ARTS & DISCIPLINES / AUTHORSHIP

Page Street Publishing | 4/14/2015

9781624140600 | \$21.99

Trade Paperback | 176 pages | Carton Qty: 20
8,000 in W | 9,000 in H | 1,000 lb Wt
40 full color photographs

Other Available Formats:

Ebook ISBN: 9781624140662

MARKETING

- Review coverage in library and trade journals including *Library Journal*, *AudioFile* and *Booklist*
- Goodreads contest giveaway
- National Print Campaign: *New York Times*, *Woman's Day*, *Bon Appetit*
- National Broadcast Campaign: *Today*, *New Day*, *Better TV*, *Home & Family*
- National Online Outreach: *Epicurious*
- Media launch party- NYC
- Speaking Engagement- IACP
- Page Street to host "Cookbook Proposal Contest" in conjunction with book launch. Winning proposal offered a single book contract with Page Street Publishing

Learn how to write a cookbook that'll become a bestseller with culinary marketing guru, Kim Yorio.

With more than 20 years in publicity under her belt, Kim Yorio has worked with the biggest names in the food world, including Julia Child, Jamie Oliver, Ina Garten and Rachel Ray, as well as esteemed brands like Calphalon, Su La Table, Nudo Italia and Taste #5.

Now, with this must-have guide to success, you can get the secrets on how to make your cookbook stick out from the pack from a culinary marketing master. Whether you're a restaurateur looking for promotions or a great home chef hoping to share your exceptional recipes, with Kim's years of knowledge printed on the page you'll be able to create the bestselling cookbook of your dreams.

Kim instructs on everything from what cookbook concept is right for you, how to select the perfect recipes, how to have a captivating voice on paper and of course, how to market your book once it's published. With *The Joy of Writing a Great Cookbook*, Kim Yorio leaves no stone left unturned, putting you on the straight path to a bestseller. The promotion of this book will include a contest in which readers can enter to win a cookbook contract with Page Street Publishing and a media contract with Kim Yorio.

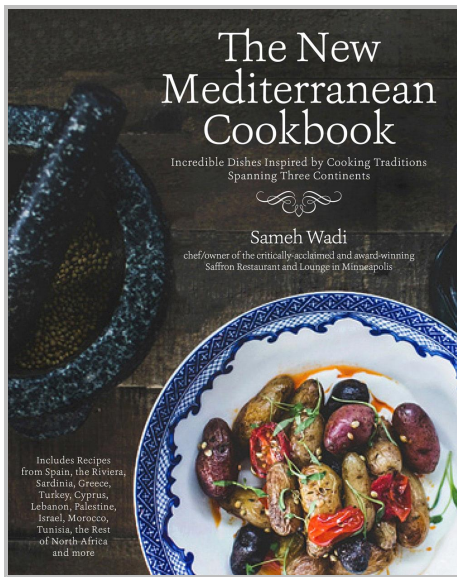
PRAISE

"Kim Yorio is smart, connected and super strategic. I have been impressed by how she always just gets it." -- Laura Santtini, Founder, Laura Santtinis Spellbinding Flavors

"Your clients are lucky to have you!" -- Regina Ragone, Food Director, Family Circle Magazine

"High-energy, results-driven and exceptionally wired into the culinary arena, Kim is a great person to have on a gourmet products marketing team." -- Susan Doktor, Creative Director, Calphalon

Kimberly Yorio is the co-founder and president of YC MEDIA, and author of four books. With more than 20 years in publicity, Kim has worked with Julia Child, Jamie Oliver, Ina Garten and Rachel Ray. Kim has also worked with brands like Calphalon, Su La Table, Nudo Italia and Taste #5. You can find her online at ycmedia.com. Kim resides in New York City.



The New Mediterranean Cookbook

Incredible Dishes Inspired by Cooking Traditions Spanning Three Continents

Sameh Wadi

Utilize the Mediterranean way of cooking to make delicious and inspiring dishes.

Mediterranean dishes are known for their fresher, lighter ingredients and unique and inspiring spices. The recipes in this book are no different, giving readers tons of delicious and one-of-a-kind meals that'll impress everyone at the dinner table.

Sameh Wadi, chef and co-owner of the popular Minneapolis restaurant Saffron and *Iron Chef* contestant, provides recipes that are simple enough for home cooks but that still represent the flavors and cooking techniques that define the Mediterranean. Recipes include Duck Kefta Meatballs with Sweet & Sour Tomato Sauce, Whole Roasted Lamb Shoulder with Ancient Arab Spices, Goat Cheese Manti with Light Herb Broth and Spanish-Inspired Braised Chicken & Prawns.

These 100 recipes span the Mediterranean—from Lebanon and Morocco to Egypt and Turkey—and everywhere in between, making this cookbook the perfect companion for anyone who wants to explore the region without ever leaving their kitchen.

Sameh Wadi is the chef/co-owner of Saffron and World Street Kitchen in Minneapolis. Saffron was voted one of "America's Top Restaurants" and "Best Middle Eastern Restaurant." *Bon Appetit* named World Street Kitchen one of the "50 Best New Restaurants in America 2013" and Thrillist.com named it one of the "33 Best New Restaurants in America 2013." Sameh was a semifinalist for the James Beard Foundation "Best Chef" and "Rising Star" awards. He lives in Minneapolis, Minnesota.

COOKING / REGIONAL & ETHNIC / MEDITERRANEAN

Page Street Publishing | 4/14/2015
9781624140952 | \$28.00

Hardcover | 240 pages | Carton Qty:
8.000 in W | 10.000 in H | 1.000 lb Wt
80 color photos

Other Available Formats:
Ebook ISBN: 9781624141041

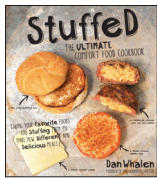
MARKETING

- National Magazine Targets- *Bon Appetit*, *Fine Cooking*, *Food & Wine Good Housekeeping*, *Woman's Day*, *Woman's World*, *Redbook*, *Ladies Home Journal*, *Better Homes & Gardens*, *EatingWell*, *Cooking Light*, *More*, *Self*
- National Television Targets- Today, Good Morning America, The Talk, 700 Club, The View, Home & Family, Fox & Friends, Steve Harvey
- We will also target daily and weekly newspapers, bloggers, regional and national, radio programs, and television.

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+ PAGE STREET RECENTLY PUBLISHED +



STUFFED: THE ULTIMATE COMFORT FOOD COOKBOOK

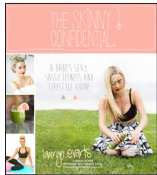
Dan Whalen, creator of popular food site The Food in My Beard

PRICE: \$19.99

ISBN13: 978-1-62414-011-2

SPECS: 8 x 9, 208 pages, lay-flat paperback, 60 color photos

PUB DATE: January 2014



THE SKINNY CONFIDENTIAL

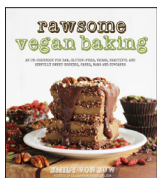
Lauryn Evarts, creator of popular lifestyle blog The Skinny Confidential

PRICE: \$19.99

ISBN13: 978-1-62414-045-7

SPECS: 8 x 9, 176 pages, lay-flat paperback, 60 color photos

PUB DATE: March 2014



RAWSOME VEGAN BAKING

Emily von Euw, founder of thisrawsomeveganlife.com

PRICE: \$19.99

ISBN13: 978-1-62414-055-6

SPECS: 8 x 9, 224 pages, lay-flat paperback, 100 color photos

PUB DATE: March 2014



SCOOP ADVENTURES

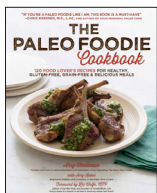
Lindsay Clendaniel, creator of popular ice cream blog Scoop Adventures

PRICE: \$19.99

ISBN13: 978-1-62414-034-1

SPECS: 8 x 9, 192 pages, lay-flat paperback, 60 color photos

PUB DATE: March 2014



THE PALEO FOODIE COOKBOOK

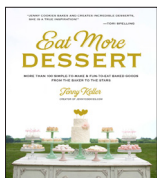
Arsy Vartanian, creator of Rubies & Radishes and author of The Paleo Slow Cooker

PRICE: \$28.00

ISBN13: 978-1-62414-048-8

SPECS: 8 x 10, 240 pages, paper over board, 80 color photos

PUB DATE: March 2014



EAT MORE DESSERT

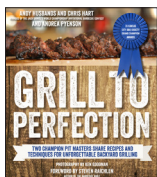
Jenny Keller, creator of the popular site JennyCookies.com

PRICE: \$24.99

ISBN13: 978-1-62414-061-7

SPECS: 8 x 9, 224 pages, hardcover, 60 color photos

PUB DATE: April 2014



GRILL TO PERFECTION

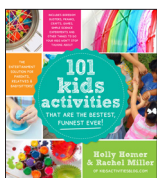
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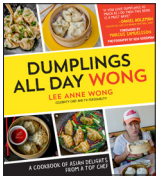
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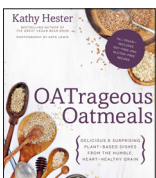
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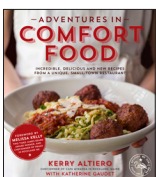
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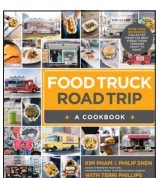
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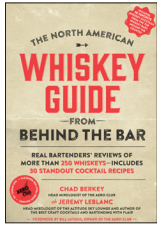
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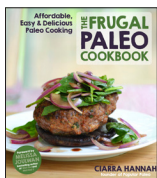
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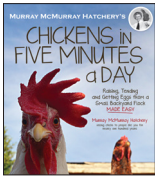
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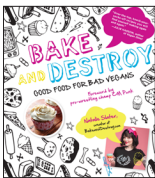
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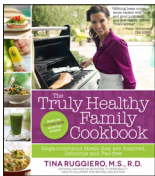
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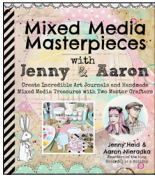
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