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Contact:

Julia Monti, 646.695.7044
julia@rosengrouppr.com

Farmers Market Cookbook: Harvesting a Fresh Look at Local Flavor

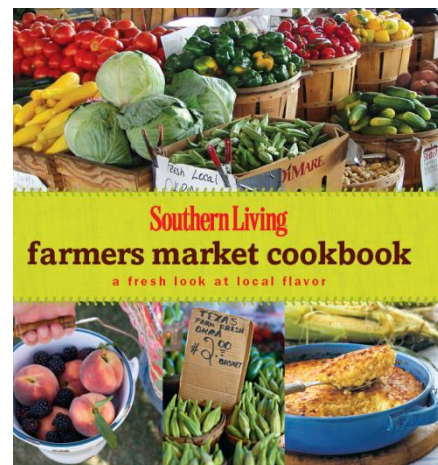
***Southern Living Presents a Farmers Market Guidebook
Boasting 200+ Fresh-from-the-Farm Recipes,
Shopping Tips, Vibrant Photos and More***

New York, NY — The age-old secret to delicious, nutritious cuisine? Fresh, local ingredients. *Farmers Market Cookbook* from *Southern Living* is the ultimate celebration of the local culinary experience—from ground to market to table. Offering something for everyone, this book is a how-to guide for farmers market shoppers and culinary enthusiasts, providing over 200 recipes organized by season, 150 vibrant photographs, dozens of tips from the test kitchen and an encyclopedia of information on fresh produce and local farmers markets. *Farmers Market Cookbook* (\$29.95) will be available nationwide March 16, 2010.

Bringing colorful farmers markets across the South to life, a stroll through *Farmers Market Cookbook* gives readers a unique perspective on shopping locally, as well as practical advice, underscoring the reasons for buying local—from getting fresh, seasonal produce at budget-friendly prices to supporting your local economy.

Key elements include:

- **The Farmers Market Experience:** A walk through the farmers market experience, the benefits of buying local and helpful tips—from when to go to what to pick.
- **Four Chapters of Seasonal Recipes:** Spring Recipes, Summer's Bounty, Autumn Harvest and Winter Storehouse are filled with a wide variety of dishes ranging from appetizers and beverages to entrées, breads and desserts.
- **Fresh Produce & Herb Primer:** The specifics on selecting and storing fresh produce and herbs.
- **Farmers Market Finds:** Listings of dozens of farmers markets and festivals throughout the South, from Alabama and Delaware to Texas and West Virginia.



Oxmoor House, a Time Inc. company, publishes books and special edition magazines for Time Inc. brands such as *Southern Living*, *Cooking Light*, *Health*, and *Sunset*. Oxmoor House's client list also includes Williams-Sonoma, Weight-Watchers, and Weber. With more than 300 back listed titles, it is recognized as one of the leading lifestyle publishers in the country. Oxmoor House books are distributed to the trade by Hachette Book Group and are available wherever books are sold. More information is available at www.oxmoorhouse.com.

Southern Living (www.southernliving.com), the premier lifestyle and entertaining magazine of the South, is the fifth largest monthly consumer magazine in the U.S. (based on readership), reaching more than 16 million readers each month and enjoying a circulation of 2.8 million. *Southern Living* is published by a subsidiary of Birmingham, Alabama-based Southern Progress Corporation.

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