

The Back in the Day Bakery Cookbook

More Than 100 Recipes from the Best Little Bakery in the South

CHERYL DAY AND GRIFFITH DAY
Foreword by Paula Deen

MARKETING & PUBLICITY

- National review and feature coverage in food, lifestyle, and Southern-interest publications
- 10-city author tour
- Promotional video
- Online marketing campaign

MARCH 2012

125 color photographs
272 pages
7¼" x 9½"
Hardcover, jacketed

\$24.95
ISBN 978-1-57965-458-0
No. 85458

COOKING

Fire up your oven with recipes from what Paula Deen calls one of the "must-eat-at-places" in Savannah

Nationally recognized and locally adored for its decadent homespun desserts and delicious rustic breads, Back in the Day Bakery is a Savannah landmark. As Paula Deen says in her foreword, Cheryl and Griff Day "bake decadent treats, but they also bake wonderful memories that stay with you forever."

To celebrate the bakery's tenth anniversary, this duo has written a book filled with customers' favorite recipes. It's packed with Cheryl and Griff's baking know-how plus recipes for their famous Buttermilk Biscones, Old-Fashioned Cupcakes, Chocolate Bread, Cinnamon Sticky Buns, S'more Pie, Drunk Blondies, Rustic Cheddar Pecan Rounds, and much more. Irresistible full-color photographs of food and behind-the-scenes shots will give readers a glimpse into the sweet daily life at the bakeshop. Celebrating family traditions, scratch baking, and quality ingredients, *The Back in the Day Bakery Cookbook* is like a down-home bake sale in a book.



CHERYL AND GRIFFITH DAY founded Back in the Day Bakery in Savannah, Georgia, in 2002. They're both self-taught bakers; Cheryl honed her skills in her mother's and grandmother's kitchens, and Griff's interest in baking was piqued by the magical sourdough starter that his mother kept in the family kitchen when he was a child. Cheryl's enthusiasm for enriching lives through the time-honored art of scratch baking is one of her most endearing qualities, along with a few dance moves she picked up in her days as a *Soul Train* dancer. Griff adds his pioneering spirit to the mix and is the master behind the flavorful breads and the creative savory menu. Together they comprise a sweet and savory tour de force!

Author photo © Christine Hall

"I ENCOURAGE ANYONE WHO IS REMOTELY INTERESTED IN MAKING YUMMY, OLD-FASHIONED GOODNESS AND LOVE-IN-A-PAN TO GET THIS COOKBOOK RIGHT AWAY. YOU WILL NOT BE DISAPPOINTED."

—**CARLA HALL**
cohost of *The Chew* and *Top Chef* finalist

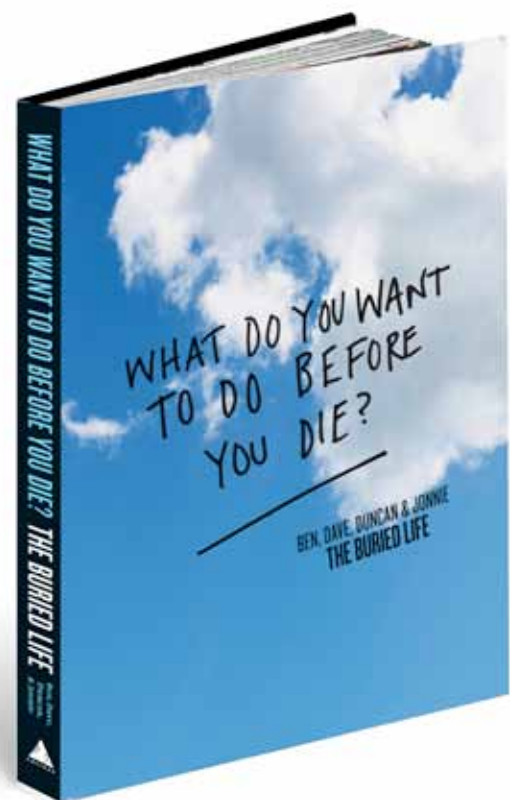
PACKED WITH CUSTOMERS' FAVORITE RECIPES



CLASSIC RECIPES & TIMELESS TIPS



SCRATCH BAKING AT ITS BEST



What Do You Want to Do Before You Die?

THE BURIED LIFE

Ben Nemtin, Dave Lingwood, Duncan Penn, and Jonnie Penn

An illustrated collection of answers to the age-old question, *What do you want to do before you die?* as posed by four twenty-something guys known as *The Buried Life*

In 2006, four regular guys—Ben, Dave, Duncan, and Jonnie—made a “bucket list” of 100 things they wanted to do before they died. Five years later, with an MTV platform and 1.2 million Facebook followers, they’ve turned their attention to crossing off their list item #19: Write a Bestselling Book.

What Do You Want to Do Before You Die? is an illustrated collection of real people’s dreams. Two hundred moving, imaginative, amusing, and thought-provoking goals are brought to life through original illustrations. Peppered throughout are stories of the boys’ own journey. Readers will find something to take away—touching stories, nuggets of wisdom—on every page. This is an inspirational book for a new generation: visual and sassy, lighthearted but substantive, encouraging without being preachy.



BEN, DAVE, DUNCAN, and JONNIE—collectively known as **THE BURIED LIFE**—are four guys who have set out to live their dreams and help other people do the same. In the last five years, they have reconnected a father and son, streaked through a stadium, and played basketball with President Obama. They have appeared in countless publications, from *The New York Times* to *Forbes* to *Us Weekly*. When they are not crisscrossing the country inspiring generations of people to live out their dreams, they can be found in Los Angeles, their home base.

Author photo courtesy of the authors

MARKETING & PUBLICITY

- National media appearances
- Cross-promotion with authors’ pre-publication college speaking tour
- 20-city author tour with events and promotion in American and Canadian markets
- National feature coverage in general-interest, celebrity, and teen publications
- Author-driven social media campaign to The Buried Life’s 1.2 million Facebook fans
- Promotional video
- Online contest to win a meeting with the authors

APRIL 2012

200 color hand-drawn illustrations

224 pages

7" x 9 3/8"

Flexibound

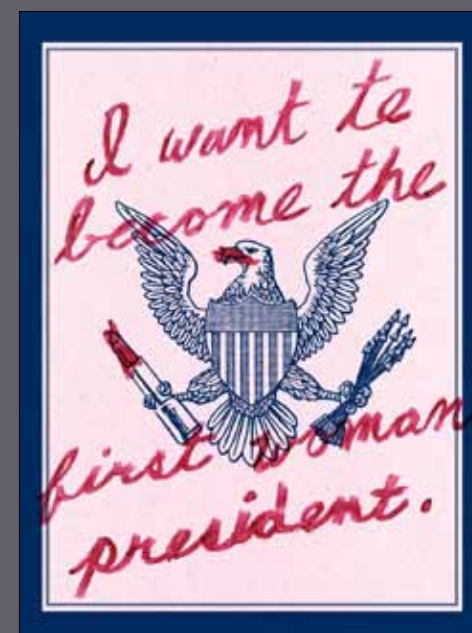
\$19.95

ISBN 978-1-57965-476-4

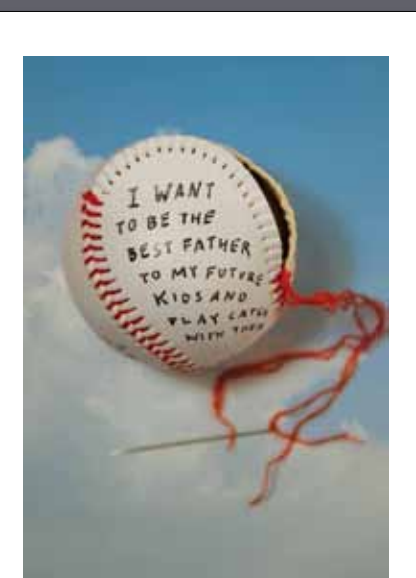
No. 85476

SELF-IMPROVEMENT

REAL PEOPLE’S DREAMS, BROUGHT TO LIFE



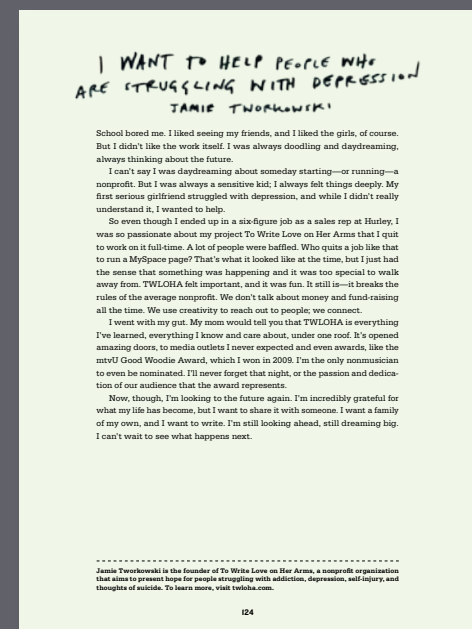
The authors tell the story of how they crossed off their own list items



Two hundred “bucket-list items” submitted by real people are originally illustrated in varied styles



This was added to the list in 2008, almost as a joke. I was paying \$200 a month to live in my friend's laundry room. On my door was a poster of President Obama from Rolling Stone magazine. There he was, smiling shyly at me every morning as I left for class. Reading *The Audacity of Hope* gave me the idea: If Obama could make it to the White House, why couldn't we? It took two years to accomplish. We worked tirelessly petitioning senators, congressmen, and other public figures for help. Nothing worked. It was the president himself who finally made it happen. He surprised us on a tour of the White House basketball courts with a short game. He said he'd overturned the press team's initial decision not to host the game because he liked that we helped people. Greatest honor of my life. —Jonnie



School bored me. I liked seeing my friends, and I liked the girls, of course. But I didn't like the work itself. I was always doodling and daydreaming, always thinking about the future. I can't say I was daydreaming about someday starting—or running—a nonprofit. But I was always a sensitive kid. I always felt things deeply. My first serious girlfriend struggled with depression, and while I didn't really understand it, I wanted to help. So even though I ended up in a six-figure job as a sales rep at Harley, I was so passionate about my project *To Write Love on the Arms*, that I quit to work on it full-time. A lot of people were baffled. Who quits a job like that to run a MySpace page? That's what it looked like at the time, but I just had the sense that something was happening and it was too special to walk away from. TWLOHA felt important, and it was fun. It still is—it breaks the rules of the average nonprofit. We don't talk about money and fund-raising all the time. We use creativity to reach out to people, we connect. I went with my gut. My mom would tell you that TWLOHA is everything I've learned, everything I know and care about, under one roof. It's opened amazing doors, to media outlets I never expected and even awards, like the mtvU Good Woodie Award, which I won in 2009. I'm the only nonmusician to even be nominated. I'll never forget that night, or the passion and dedication of our audience that the event represents. Now, though, I'm looking to the future again. I'm incredibly grateful for what my life has become, but I want to share it with someone. I want a family of my own, and I want to write. I'm still looking ahead, still dreaming big. I can't wait to see what happens next.

Jamie Tworowski is the founder of *To Write Love on the Arms*, a nonprofit organization that aims to prevent hope for people struggling with addiction, depression, self-harm, and thoughts of suicide. To learn more, visit twloha.com.



Included are stories of how everyday heroes accomplished their dreams

NEW RELEASES



"Medrich has imagination, style and taste."
—*The New York Times*

Sinfully Easy Delicious Desserts Quicker Smarter Recipes by Alice Medrich **ALICE MEDRICH**

MARKETING & PUBLICITY

- National review and feature coverage in food and lifestyle magazines
- 10-city author tour
- ABA Winter Institute promotion

MAY 2012

65 color photographs
288 pages
9" x 9"
Paperback with flaps
\$25.95
ISBN 978-1-57965-398-9
No. 85398
COOKING

Homemade desserts just got quicker, easier, and smarter

Alice Medrich rewrites the dessert menu for cooks in search of totally doable desserts without hours of prep. In *Sinfully Easy Delicious Desserts*, you'll find the quickest lemon tart, a lattice-free linzer (mixed entirely in the food processor), one-bowl French chocolate tortes (yes, the real thing, but easier to make), imaginative ways with ice cream, chic puddings and mousses to swoon over, and gooey pies with no-fault press-in crusts. Even soufflés for beginners. And you won't need a rolling pin, a pastry brush, or the skills of a professional baker.

As always, Alice's recipes are foolproof and well tested, and her tips for success will make all cooks—even those nervous about baking—confident in the kitchen.

Plus there are more than 100 ideas for spur-of-the-moment desserts that don't involve baking, including fantastic ideas for ways to dress up a bar of chocolate, a pint of strawberries, a handful of dried fruit, fresh cheese, gingerbread, amaretti, and more. And of course all those spot-on combinations for which Alice Medrich is so well known, such as Grilled Pineapple with Coffee Ice Cream, Lemon-Scented Peach Crisp, Salted Caramel Banana Bread Pudding, and Coconut Pecan Torte.



ALICE MEDRICH is truly a star in the baking world, having won more cookbook-of-the-year awards and best in the dessert and baking category awards than any other author. She received her formal training at the prestigious École Lenôtre in France, and is widely credited with introducing the chocolate truffle to the United States when she began making and selling them at her influential Berkeley dessert shop, Cocolat. She has since left the retail world, devoting much of her career to teaching and sharing her expansive knowledge about baking.



▲ CHOCOLATE-DIPPED FRUIT



▲ ULTRATHIN CHOCOLATE CHUNK COOKIES



▲ BISTRO BERRY TART



▲ FLOURLESS CHOCOLATE CAKE



▲ APPLES IN CARDAMOM LIME SYRUP



▲ BITTERSWEET COCOA SOUFFLÉS

YOUR FAVORITE DESSERTS, MADE EASY

TAHITIAN VANILLA TART ▼



FOOD-PROCESSOR CHOCOLATE MOUSSE ▼



MILK CHOCOLATE PUDDING PIE ▼



THAI TEA ICE WITH SWEET MILK ▼



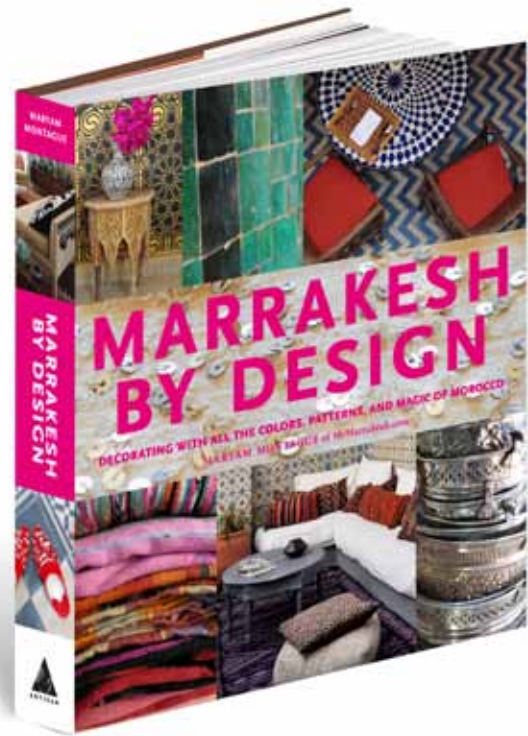
BUTTERMILK PANNA COTTA ▼



APPLE CRISP ▼



Author photo © Deborah Jones



Marrakesh by Design

Decorating with All the Colors, Patterns, and Magic of Morocco

MARYAM MONTAGUE
of MyMarrakesh.com

Moroccan design, from the tiled floors to the colored walls, sculpted ceilings, embroidered fabrics, Berber tents, fountains, gardens, and more

In a world filled with beige interiors, Morocco is the perfect antidote: a refuge for addicts of saturated color, a haven for devotees of intricate pattern, a destination for admirers of striking architecture. For anyone who wants to add Morocco's spicy design mix into their own home, Maryam Montague, the personality behind the award-winning blog *My Marrakesh*, explains how to do so with the building blocks of Moroccan design—from the colors, patterns, and textiles to the archways, gardens, and so much more. With illustrative text and gorgeous photographs, Maryam shows how Moroccan design comes to life in real villas and riads and in her own magnificent home and guesthouse. Eager DIYers will love the ideas presented in sidebars and in how-to projects that can be applied to homes anywhere. *Marrakesh by Design* will transport readers straight to the souks and salons of this exotic city while showing them the multitude of ways to live with the enticing elements of Moroccan design.



MARYAM MONTAGUE has made a career doing humanitarian work, but design is her passion. She and her husband built, decorated, and now run a boutique hotel on the outskirts of Marrakesh. Maryam's talent for interior design has garnered features on HGTV and the Travel Channel. She also runs her own carpet and textile business, Red Thread Souk. Maryam's destination, lifestyle, and design blog, *My Marrakesh*, has millions of followers and was voted Best African Weblog in the 2011 Annual Weblog Awards. Maryam resides in

Marrakesh with her husband, their two children, and three peacocks.

MARKETING & PUBLICITY

- National feature coverage in women's, design, travel, and lifestyle magazines
- Author appearances in markets including New York and Washington, D.C.
- Online marketing campaign
- Promotional video

MAY 2012

225 color photographs
264 pages
8½" x 9½"
Paper-over-board

\$29.95
ISBN 978-1-57965-401-6
No. 85401

DESIGN

HUNDREDS OF PHOTOS SHOWING MOROCCAN DESIGN IN BEAUTIFUL HOMES

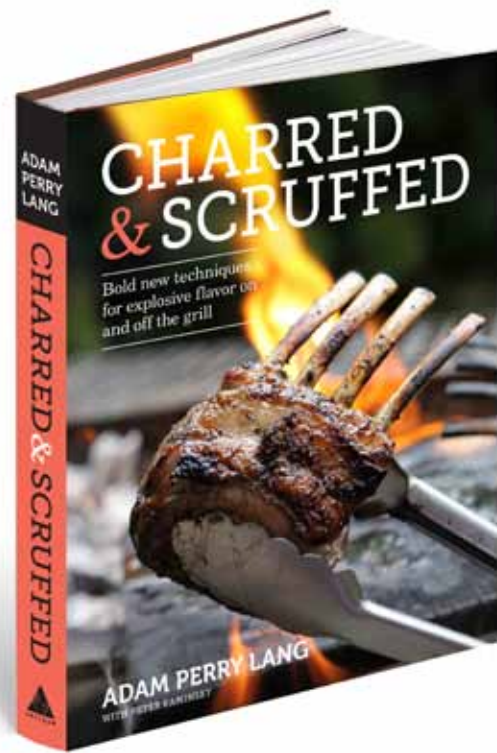
PRIMERS ON THE MOROCCAN PALETTE

MARRAKESH BY DESIGN

makes it easy to decorate with moroccan style

HELPFUL HOW-TOS AND DIY PROJECTS FOR ALL SKILL LEVELS





Charred & Scruffed

Bold New Techniques for Explosive Flavor on and off the Grill

ADAM PERRY LANG
with Peter Kaminsky

New ways to grill from the master

With *Charred & Scruffed*, bestselling cookbook author and acclaimed chef Adam Perry Lang employs his extensive culinary background to refine and concentrate the flavors and textures of barbecue and reimagine its possibilities.

Adam's new techniques, from roughing up meat and vegetables ("scruffing") to cooking directly on hot coals ("clinging") to constantly turning and moving the meat while cooking ("hot potato"), produce crust formation and layers of flavor, while his board dressings and finishing salts build upon delicious meat juices, and his "fork finishers"—like cranberry, hatch chile, and mango "spackles"—provide an intensely flavorful, concentrated end note.

Meanwhile, side dishes such as Creamed Spinach with Steeped and Smoked Garlic Confit, Scruffed Carbonara Potatoes, and Charred Radicchio with Sweet-and-Sticky Balsamic and Bacon, far from afterthoughts, provide exciting contrast and synergy with "mains."



After **ADAM PERRY LANG** graduated with distinction from the Culinary Institute of America and worked his way through the kitchens of top-rated French restaurants including Le Cirque and Daniel in New York City and Restaurant Guy Savoy in France, he left his pursuit of reviewers' stars to open his first restaurant, Daisy May's BBQ in New York City, and became a pioneer in urban barbecue. He has just opened Barbecoa in London with partner Jamie Oliver. Adam's first book, *Serious Barbecue*, was a *New York Times* bestseller. Adam has

been featured on *The Oprah Winfrey Show*, *Good Morning America*, *Today*, CBS's *The Early Show*, *Fox & Friends*, Food Network's *Iron Chef America*, and *BBQ with Bobby Flay*.



PRAISE FOR ADAM PERRY LANG

"The most inspiring barbecue chef in the world."
—JAMIE OLIVER

"My hero and my go-to brother for meat and fire."
—MARIO BATALI

"He raises the bar on barbecue."
—RACHAEL RAY



Author photo © Simon Wheeler

MARKETING & PUBLICITY

- National television and radio appearances
- 20-city author tour with events and promotions in these markets: Austin, Birmingham, Charleston, Charlotte, Chicago, Dallas, Denver, Houston, Kansas City, Las Vegas, Los Angeles, Memphis, Miami, New Orleans, New York, Oxford/Greenwood (MS), Phoenix, Raleigh/Durham, San Antonio, San Francisco
- National review and feature attention in food, general-interest, and men's publications
- National radio satellite tour

MAY 2012

100 color photographs; 12 line drawings

288 pages

7¼" x 9½"

Flexibound

\$24.95

ISBN 978-1-57965-465-8

No. 85465

COOKING