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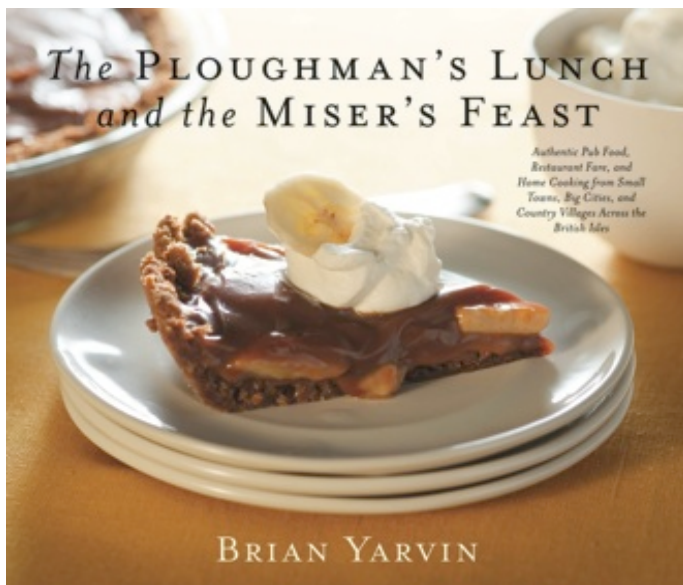
INSPIRING COOKBOOKS & PARENTING GUIDES YOU CAN TRUST

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Stunning New Book with Fail-Proof Recipes and Vibrant, Full-Color Photographs Shows You Great Britain Like You've Never Seen—or Tasted—Before

THE PLOUGHMAN'S LUNCH AND THE MISER'S FEAST
Authentic Pub Food, Restaurant Fare, and Home Cooking from Small Towns, Big Cities, and Country Villages Across the British Isles
By Brian Yarvin



Great Britain has never enjoyed the culinary spotlight like some of its European neighbors—France inspires dreamy thoughts of freshly baked baguettes and the finest cheeses, and Italian cuisine has long been an American favorite, but mention British food and most Americans think of fish and chips, brown ales, and other foods in varying shades of beige.

But today, cooks on both sides of the Atlantic are tapping into the elusive rewards of traditional British cooking. Thank celebrity chefs like Gordon Ramsay and Jamie Oliver for the recent outburst of British-style pubs and high-end gastropubs across the U.S., but at its heart, British cooking truly is dynamic, inspiring, and downright delicious—and it's time for a book that convincingly presents all of the culinary treasures that British culture has to offer.

ISBN: 978-1-55832-413-8 £ US \$26.95 £ HC
Feb. 2012 £ 320 pages £ 9 x 8
100 recipes £ Over 200 full-color photographs
Carton quantity: 14

In **THE PLOUGHMAN'S LUNCH AND THE MISER'S FEAST**, author **Brian Yarvin** pours out 100 recipes that he has absorbed during his two decades of crisscrossing Great Britain's cities, villages, and countrysides, visiting culinary stops ranging from breakfast nooks and curry stands in central London to remote farms in the Welsh hinterlands. Readers will find simple, reliable guides to British classics like *Beef Wellington*, *Welsh Rarebit*, and, yes, *Fish and*

Chips, alongside inspired riffs like *Lancashire Hindle Wakes* and *Roast Pork with Apricot and Walnut Stuffing*. The book also nods to Britain's international culinary influences, exemplified in recipes for rich curries and biryanis. There's also a full guide to hearty and memorable desserts like *Kentish Huffkins* and *Welsh Dripping Cake*.

More than just a compilation of recipes, **THE PLOUGHMAN'S LUNCH AND THE MISER'S FEAST** features Yarvin's amusing interludes about memorable travel destinations and sidebars that deconstruct those British culinary quirks that we so often like to mock. A professional photographer, Yarvin includes more than 200 majestic photographs that don't merely illustrate finished recipes—their artistic integrity and perspective transport readers from their homes to the rolling farmlands and quaint villages of the United Kingdom. The book's hardcover format makes it a convenient guide in the kitchen and a stately addition to any bookshelf or coffee table.

About the author...

BRIAN YARVIN is a writer and photographer who specializes in food and travel. He has been traveling to Great Britain, meeting its cooks and food purveyors, and learning about its foods and foodways regularly over the past two decades. He has published four previous cookbooks and contributes to *The Washington Post*, *New Jersey Monthly*, and *SeriousEats.com*. When he is not traveling the U.S. and the world, he lives in New Jersey with his wife, Maria.

Visit his website, www.BrianYarvin.com, to learn more and to read his blog, "No Spring Chicken."

PRAISE for *The Ploughman's Lunch and the Miser's Feast*

"Brian Yarvin reminds us all that we really *do* love all those tasty traditional English dishes with quirky names and interesting origins. Yarvin's casual prose is delightful and his photographs are gorgeous."

—Margaret M. Johnson, author of *The Irish Pub Cookbook* and *Flavors of Ireland*

"This is a book which should be bought by all North Americans who travel to the United Kingdom, and they should give thanks to Brian Yarvin. The clearly written recipes will enable tourists to recreate at home those dishes that they have enjoyed the most in the UK, which will provide a more lasting and tasty reminder than holiday snapshots or videos."

—Deirdre Le Faye, co-author of *The Jane Austen Cookbook*

For more information, or to request a review copy of the book or an interview with the author, please contact:

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