

For Immediate Release

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Every third person you meet could make you sick to your stomach

If they cook dinner for you, that is. The Centers for Disease Control and Prevention says that more than 76 million people get sick, 300,000 get hospitalized, and 5,000 people die EACH YEAR in the US alone from food-borne illness. Not knowing what to make for dinner is something most of us have experienced; not knowing how to make a dinner that follows basic nutrition and food safety guidelines is something that has caused more “24 hour flu” sick days than a busy daycare centre in February. Basic food handling and safety practices are generally not taught and increasingly considered unnecessary as current generations survive on fast food away from home and pre-packaged foods at home. But avoiding proper nutrition and eating too many fast and processed foods has had an adverse affect on the nation’s health. It’s an easy thing to address if you like to cook, know how and have the time, but that describes fewer and fewer people. Today’s family, school and career realities stand firmly in the way of taking the time to make home-cooked meals – and to teach others how as well.

Author and cooking instructor Peter Wright has written **Home Ec for the Domestically Challenged** for those who have other things on their minds, but would benefit from timely, easy-to-follow domestic tips and tricks. Peter offers amusing and informative insights into how to sharpen a knife safely, how to plan meals, how to save money shopping, and so on; in language domestic newcomers will understand and appreciate.

What does a beginner need to know above all else?

- How to read a recipe
- Basic cooking terms
- Proper cooking temperatures
- How to avoid food borne illnesses
- How to plan meals
- How to spruce up a simple meal
- How to choose kitchen gadgets and appliances
- The quickest and most effective cleaning products

For anyone from big sisters to the newly divorced, from newlyweds to a college grad, **Home Ec for the Domestically Challenged** will provide them with a strong domestic foundation. Beginners learn how to make “One Pot Wonders, Famous Forkers and the 5 basic sauces,” in addition to how to make simple meals like Hamburger Soup, as well as date-pleasing Beef Stroganoff. Also included are suggestions on how guys can avoid the “Reverse June Cleaver syndrome” and how to share cooking responsibilities.

Home Ec for the Domestically Challenged

By Peter Wright

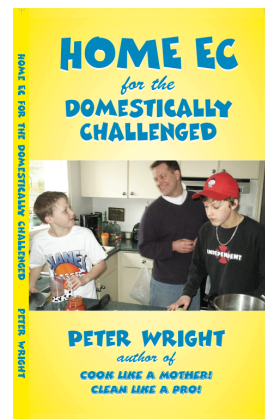
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Kitchen and Food Safety

Before we start to cook any meals, however, we need to be aware of the most common kitchen mistakes that can lead to food poisoning:

- Unclean hands
- Countertop thawing
- Unclean cutting board
- Using same spoon to stir and taste
- Marinating at room temperature
- Shared knife for raw meat and vegetables

For a review copy, additional information and/or to schedule an interview with the author, please call Greg Mowery at 212-645-6900 or greg@jerichopr.com