

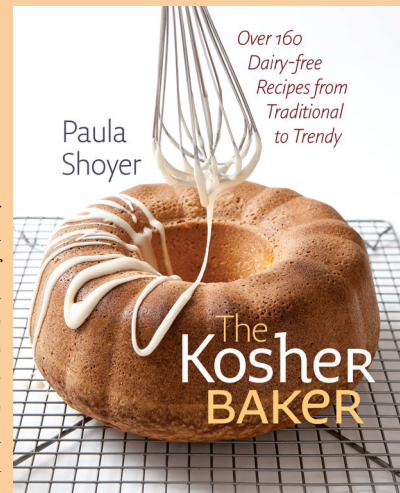
FARMERS' MARKET DESSERTS



Pastry chefs have always known that the freshest, most flavorful fruit and produce is found at local farmers' markets. Eating 'local' and 'sustainable' food has become increasingly important to many Americans. In fact, a recent Washington Post article notes that U.S. Department of Agriculture figures show that growth in the number of farmers' markets is accelerating. In *Farmers' Market Desserts* (Chronicle, 2010), author Jennie Schacht capitalizes on this trend by presenting 50 dessert recipes that showcase farmers' market finds. From a summery Plum Tarte Tatin to a lively winter Meyer Lemon Pudding, *Farmers' Market Desserts* offers ideas for every season, along with "farm journal" notes and tips. The inspired desserts don't stop with fruit—they also use vegetables, nuts, maple syrup, dairy and other treasures from the market. With profiles of markets, farms, producers and regional specialties from across the country, and a handy chart that shows you when to find market produce at its seasonal peak, *Farmers' Market Desserts* will inspire dessert professionals as well as amateurs. Available at bookstores nationwide and from www.amazon.com.

THE KOSHER BAKER

As anyone who has baked a kosher dessert can attest, they generally fall into two categories: dry and drier. With the publication of *The Kosher Baker* (Brandeis University Press, 2010; \$35), author and baker Paula Shoyer is declaring a new era in parve desserts, where people who keep Kosher now have access to the same indulgent desserts as everyone else. Shoyer has been perfecting her recipes for the past 15 years, after she attended cooking school in France, where she learned to bake buttery French desserts. She left determined to convert every one of these recipes into a kosher, parve dessert. The fruits of her labor are contained in this, her first cookbook. With over 160 dairy-free desserts, *The Kosher Baker* includes recipes for cakes, pastries, cookies, plated desserts, tarts and pies. Shoyer has also included Kosher versions of classics like madeleines, profiteroles, tarte Tatin and even crème brûlée. Along with recipes, the book also offers advice on storage, freezing, sources for hard-to-find ingredients, and lots of tips and techniques. The book is an essential addition to the library of any pastry chef or home cook who wants or needs to bake delicious (and moist) Kosher desserts. Available at bookstores nationwide and from www.amazon.com.

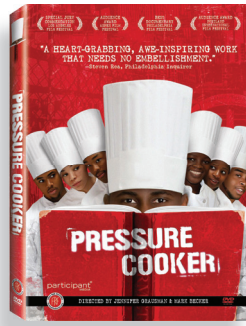


TEXT PLUS

It's notoriously frustrating to wrangle all members of a catering crew before the big event. Now there's an application that can help. The free textPlus app lets users create private texting communities, and caterers are using them to coordinate their crews, from the van driver to the waiter. Here's how it works: Caterers create a private community in the app, name it (i.e., name of the event or party), add all the relevant cell phone contacts, and use the mobile chat room to reach everyone instantly with one text message. The best part is, communities let you reply to all, just like a chat room – so people can ask questions and get real-time answers, all instantly, all via text message, which is faster than email. Community members don't even need a smartphone or the app to participate – just plain text. For more info, visit www.textplus.com.



PRESSURE COOKER



Wilma Stephenson is tough—she has to be to run her well-known culinary arts 'boot camp' for students at Frankford High School in Northeast Philadelphia. A teacher for 40 years, Wilma can be blunt and cantankerous, but beneath her tough exterior is a person who cares passionately about getting the best out of her kids. *Pressure Cooker* is a documentary that covers an entire school year with Wilma and her students. At a school where over 40 percent of the students don't even make it to their senior year, Wilma shows her kids how to achieve her version of

the American dream: Choose a realistic goal. Work hard. Work the system. And get out of Northeast Philly. *Pressure Cooker* is directed by Jennifer Grausman and Mark Becker and is available on DVD. This film can be used by teachers, administrators, industry professionals (back-of-house, front-of-house, human resources) as a new learning tool for educational and training purposes, and as a recruitment source. For more info, visit www.nonsequiturproductions.com/pressure_cooker.