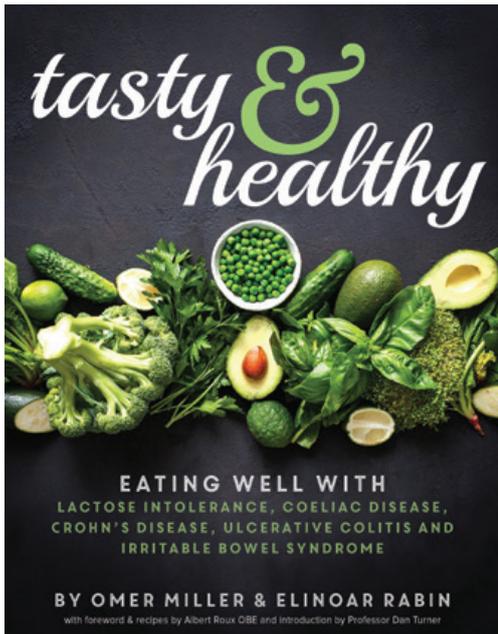


TASTY & HEALTHY by Dan Turner foreword Albert Roux



IN THE PRESS

We are working with specialist food industry agency Red Kite PR, who work with a number of chefs, restaurants and brands including Michel Roux Jr, MasterChef finalist Adam Handling and Prosecco DOC.

As well as targetting the typical food and drink media we will also be targetting organistaions and charities that sepcilaise in supporting people with these kinds of conditions. Some have helped us in compiling the book. These include:

Relevant Organisations and charities

CICRA (Crohn's in Childhood Research Association)
Guts UK
British Dietetic Association
Dr Hazel Wallace - the Food Medic
Coeliac UK
The IBS network
Foodsmatter.com

Traditional Media

The Guardian
Daily Telegraph
The Observer
BBC Good Food
Men's Health
Women's Health Magazine

Eating well with lactose intolerance, coeliac allergies, and medical conditions of crohn's, colitis and irritable bowel syndrome

Crohn's disease and ulcerative colitis affects more than 300,000 people in the UK, while 1 in 100 people in the UK has coeliac disease. Research also suggests that 65% of the world's population are affected by some form of lactose intolerance, while approximately 1/5 of the UK population are affected by IBS.

Published in association with Professor Dan Turner of the Shaare Zedek Medical Centre, Tasty and Healthy is a cook book for people with these kind of intestinal disorders, including Crohn's, colitis, irritable bowel syndrome, coeliac disease and lactose intolerance.

The content has been developed in collaboration with chefs and a scientific committee to ensure all the recipes are suitable for the various conditions covered as well as being enjoyable and easy to make and eat.

There are over 90 recipes, inspired by the flavours of Israel, from sweet treats to main dishes, all categorised using a simple traffic light system so you know at a glance what dishes are best for you. Culinary legend Albert Roux has also contributed a selection of recipes to the book including braised lamb shoulder, Thai green chicken curry and pan-seared sea bass.

Tasty and Healthy is designed to be simple to use and as such, it features an easy-to-understand 'traffic light' system so readers will quickly be able to tell which dishes are most suitable for them, depending on their condition.

For everything from everyday meals to special occasion centrepieces, with influences from cuisines all over the world, Tasty and Healthy aims to enable anyone living with intestinal disorders to eat well and enjoy food.

TECHNICAL DETAILS

Release:	June 1, 2019	Size:	246mm x 189mm
Pagination:	224 pages	Cover:	paperback and full colour
Recipes:	90 recipes	Inner:	120gsm matt offset
ISBN:	978-1-910863-36-7	RRP:	£18

SAMPLE SPREAD

CHICKEN SHAWARMA WITH OLIVES

Preparation time: 10 minutes | Cooking time: 1 hour | Serves: 5-6

Chicken shawarma is a Middle Eastern dish which uses a spiced marinade to make the meat tender and flavourous.

- Big chicken thighs, cubed
- Coarse salt and coarsely ground black pepper
- Olive oil
- 1 green pepper, cubed
- 1 onion, sliced
- 1 tbsp paprika
- 1 tsp ground cardamom
- 1 lemon, halved
- 6 cloves of garlic
- 250ml chicken stock
- 500g green and black pitted olives

Begin by heating some olive oil in a pan, pat the cubed chicken with a paper towel to dry it and season with salt and pepper. Sear the cubes on all sides then remove from the pan. Put the pepper and onion in the pan, then cover and leave to cook for a few minutes until softened. Meanwhile, mix the paprika and cardamom with the strained juice of half the lemon, then add to the pan. Thinly slice the other half of the lemon, then add to the pan along with the garlic and stock and stir well. Return the meat to the pan along with the olives and bring the mixture to a boil. Cover and lower the heat, then leave to simmer for 45-60 minutes. Serve on a layer of rice.

*The recipe is made without onion and garlic.



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