

PRESS RELEASE



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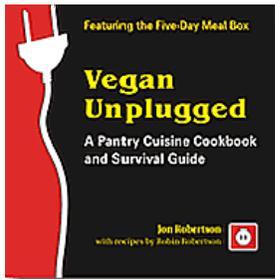
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FOR IMMEDIATE RELEASE

New Pantry Cookbook Doubles as an Emergency Guide

An immensely practical new cookbook has appeared on the vegetarian scene: *Vegan Unplugged: A Pantry Cookbook and Survival Guide* by Jon and Robin Robertson.

Why practical? First of all, its 80 recipes are made strictly from nonperishable, pantry ingredients. That's right: boxes, cans, and envelopes. But why would the nationally known chef and author, Robin Robertson, whose sumptuous recipes appear in her many books, including *Vegan Planet*, *1,000 Vegan Recipes*, and *Vegan on the Cheap*, choose to write pantry recipes? That's the second aspect to the book's practicality, as it's also an emergency preparedness guide for vegetarians, vegans, and anyone who wants to eat well-balanced meals of quick and delicious recipes when the power's off. The book is also handy in many other situations.



An earlier version of the book was inspired by the authors' experience during Hurricane Isabel in 2003, and a mainstream version, the now out-of-print *Apocalypse Chow*, was published by Simon & Shuster in 2005.

However, *Vegan Unplugged* is a comprehensive revision of that earlier book. It is completely vegan, has a dozen new recipes, and has been reorganized for easier use.

The authors assert that no kind of cookbook can help much in a situation like Katrina or Haiti. However, it is well known that much of the subsequent misery following any disaster is the survivors who must subsist without power and fresh food for days, weeks, and months. That's where planning ahead can help. It is where a well-stocked pantry and a book like *Vegan Unplugged* can really soften the blow and make the waiting bearable, while preserving your health along the journey.

The Recipes

Robin's custom-made recipes are so simple to prepare, they can be easily made by cooks with little experience. They are quick and easy, but the authors claim that they are delicious, too, inching as close to fresh-made as it may be possible to get, while still coming from the pantry.

Robin said the challenge was coming up with dishes that could not only be made in fifteen minutes or less, and many in the same pan (to save precious fuel and water). When the power's off, people quite often struggle on for days with peanut-butter crackers and canned fruits. But why scrounge for snacks, when one can eat full means such as:

- Almost-Instant Black Bean Chili
- Old Bay Chickpea Cakes
- Moroccan-Spiced Vegetable Stew

- Curry in a Hurry
- Spinach and White Bean Fritters
- Fire-Roasted Blueberry Cobbler

The book even offers recipes for sushi, salade niçoise, gumbo, and lo-mein.

The Book Has Many Uses

Vegan Unplugged has many uses besides emergencies. It's handy on those days when you don't feel like cooking or are too rushed to cook. It's great if you're traveling on the road or have to visit nonvegan friends or relatives. College students can use it, and so can campers and the cooking-challenged because you can put something great on the table in minutes with a minimum of mess.

The Five-Day Meal Box

But there's more: the book also describes what the authors call the "Five-Day Meal Box."

In writing the book, the authors conducted an experiment to see how many nonperishable products it would take to feed four people for five days, determining that it would require a 50-quart plastic container. The cost is about \$70 or about \$1.75 per meal per person. The book provides an accompanying five-day menu for this box and a grocery list that covers all the items. Readers are advised to store the box in a closet with an inexpensive single-burner butane stove as preparation for any long-term period where fresh food is impossible or impractical to use.

An Emergency-Preparedness Guide

But *Vegan Unplugged* is more than a cookbook. It's also a survival guide for family and animal companions. Chapter 12 contains a complete emergency preparedness guide with handy lists of documents and other items you should place aside in case you need to evacuate. There's a chapter on the special needs of animals and another on how to handle the stress of being cut off from the power grid. Additionally, the book includes a resources guide that provides additional information about emergency preparedness and contact phone numbers and websites of official agencies.

Why did the authors write the book for vegans? The Robertsons have been vegan—no meat, dairy, or eggs in their diet—for twenty-five years, due to their concerns for health, ethics, and the environment. Another reason the recipes are vegan is that, when the power is out, meats and dairy products are first to spoil, and meat-eaters, too, should use the book to keep themselves healthy until the lights come back on.

Whether you find yourself in an emergency situation, or you just don't have time to cook, *Vegan Unplugged* really can help you "make the most of it when you have to make the best of it."

Jon Robertson: The author of five books is a 25-year publishing professional and the publisher of Vegan Heritage Press. See his *Vegan Unplugged* blog at: <http://veganunplugged.blogspot.com>.

Robin Robertson: Author of 20 vegetarian and vegan cookbooks, including *Vegan Planet*, *Fresh from the Vegetarian Slow Cooker*, *1,000 Vegan Recipes*, and *Vegan on the Cheap*. She is a regular columnist for *VegNews Magazine* and has been published in *Vegetarian Times* and *Cooking Light*. Her website is: www.globalvegankitchen.com and blog: <http://veganplanet.blogspot.com>.

Praise for *Vegan Unplugged*:

Vegan Unplugged: A Pantry Cuisine and Survival Guide is an insurance policy every family should purchase. It can turn a disaster into an adventure.

—Howard F. Lyman, author of *Mad Cowboy*

Whether it's a hurricane, earthquake, or just a simple power outage, *Vegan Unplugged* can save the day—it's a survival guide with gourmet sensibilities.

—Erik Marcus, publisher of *Vegan.com* and author of *The Ultimate Vegan Guide*

Prepare to meet the new, gourmet style of Pantry Cuisine. *Vegan Unplugged* dishes up flavor and variety with dozens of delicious recipes that can be prepared in minutes, even when the refrigerator is bare. A must-have for any day when your resources are limited or your motivation to cook is waning.

—Alisa Fleming, author of *Go Dairy Free* and publisher of *GoDairyFree.org*

Vegan Unplugged provides a unique and important combination: healthful recipes and strategies for surviving an emergency or natural disaster. And there's no going hungry with the Five-Day Meal Box. *Vegan Unplugged* will not only help you avert personal health disasters, it will give you all the tools you need to handle any situation that comes your way.

—Neal Barnard, M.D., President, Physicians Committee for Responsible Medicine

From weather-related power disruptions to any need to quickly cobble up a tasty meal, Jon Robertson has a plan that covers these and many other situations when being prepared is the key. By enlisting his wife, well known chef and cookbook author Robin Robertson, the author ensures that regardless of circumstances, delicious dining can still be an option. With Jon's scope of vision and attention to details, his guide calls you to adventure instead of being stuck in a hapless situation.

—Chef Ken Bergeron, author of *The Professional Vegetarian Chef*