

## PRESS RELEASE



**VEGAN HERITAGE PRESS**  
QUALITY VEGAN COOKBOOKS

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**FOR IMMEDIATE RELEASE**

### **Vegan Heritage Press will expand in 2010**

WOODSTOCK, VA – November 6, 2009 — At a time when mainstream publishing companies are cutting their lists, many small publishers are not only growing, but thriving. Two-year-old Vegan Heritage Press in Woodstock, Virginia, exemplifies the trend, with its plan to publish new titles in 2010 and beyond.

“I think the vegan market will continue to grow as the mainstream realizes the benefits of healthier living,” said publisher Jon Robertson.

The press opened for business in January 2008 with its first title, *Vegan Fire & Spice* by Robin Robertson, which remains the market leader for international spicy vegan cooking. That first title, written by Robertson’s wife, Robin, continues to sell, even as the book market slows. The publisher’s plans include adding new titles to fill a growing catalog list.

Next up is *American Vegan Kitchen: Delicious Comfort Food from Blue Plate Specials to Homestyle Favorites* by Ohio author Tamasin Noyes.

“This nostalgic and innovative cookbook of American comfort food is the first vegan cookbook to focus on the way Americans love to eat,” Robertson said.

Promotional material on the book proclaims a collection that is unabashedly mainstream: sandwiches, burgers, fries, deli items; diner and café food—vegan versions of comfort food before there was fast food.

“I’m thrilled to be publishing Tami’s book,” Robertson said. “It’s a book that really deserves to be out there. It’s a title that will help bring vegan eating to the mainstream.”

*American Vegan Kitchen* will be released February 2010, a time that falls between the traditional mainstream publishing seasons of spring and fall.

“We find that releasing books between publishing seasons earns us more of the spotlight when not many other books are coming out,” he explained. “It’s especially true now that mainstream publishers have jumped on the vegan bandwagon.” Robertson noted that fall 2009 saw a bumper crop of vegan cookbooks. “It was inevitable,” he said, “because vegan awareness is growing, and more people want quality vegan cookbooks.”

A third title is in the editing stage for a June 2010 release, with a title and on a topic Robertson is keeping close to the vest.

“It will be a very practical book for vegans and nonvegans alike,” he said. “One that I think will also produce some smiles.”

Robertson has been vegan since 1988. His wife, Robin, is the author of eighteen vegetarian and vegan cookbooks, most notably *1,000 Vegan Recipes*, *Vegan Planet*, and *Fresh from the Vegetarian Slow Cooker*.

“Robin is a respected expert and chef in the vegan community,” the publisher said, “and well known around the world. It was she who inspired me to become vegan in the first place and to put my publishing skills to work. When she first began writing cookbooks in the mid-nineties, there were very few vegan cookbooks out

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there. This is why it is so gratifying to publish vegan cookbooks in today's market, particularly Tami Noyes' homestyle collection. *American Vegan Kitchen* is going to get noticed."

A published author in his own right, Robertson feels that, through Vegan Heritage Press, he is making a contribution to the world.

"Publishing is a business that I know, and I believe in the threefold benefits of veganism. It's the best medicine against diseases of lifestyle and diet. It helps the environment by cutting down on animal agriculture, which is destructive, and of course, it spares the animals. I'm happy to have the ability to help spread the word about a plant-based diet by publishing quality vegan cookbooks."