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A NOTE FROM THE PUBLISHER

Dear Reader,

I'm writing to tell you about ***INDIAN FOR EVERYONE: THE HOME COOK'S GUIDE TO TRADITIONAL FAVORITES*** by Anupy Singla (Agate Surrey, 978-1-57284-162-8, October 14, 2014, \$35). Since her first book appeared four years ago, Singla's *The Indian Slow Cooker* and *Vegan Indian Cooking* have perennially topped Amazon's list of bestselling Indian cookbooks. Her new book offers more than 100 classic and popular Indian recipes—all of the traditional favorites and more—and we expect it will be a breakthrough title in bringing Indian cooking to an even larger American readership.

Indian for Everyone opens up the pleasures of Indian cuisine for any home cook, regardless of dietary restrictions, level of expertise, or prior familiarity with Indian food. For novices, Singla includes descriptions of all-important Indian spices and step-by-step guidance on using them. None of Singla's recipes contain curry powder—in fact, as she explains, most traditional Indian recipes do not use curry. There are many recipes from Punjab, the region where Singla's family is from, but also recipes from many other regions of India. And Singla has included instructions for different preparation styles, so readers can prepare the recipes in vegetarian, vegan, or gluten-free versions. The result is a flexible, comprehensive, beautifully photographed resource that makes Indian cuisine more accessible than ever before.

Anupy Singla was raised outside Philadelphia and now lives in Chicago with her husband and two daughters. A former broadcast journalist turned author and entrepreneur, her expertise with delicious, healthful recipes and commitment to simple, family-style cooking, have endeared her to readers everywhere. *The Indian Slow Cooker* has been praised in the *Wall Street Journal*, *Good Housekeeping*, and *Better Homes and Gardens*, and was named a Top 10 Cookbook of 2011 by *The Atlantic*. Her company, Indian As Apple Pie, produces a line of spice blends and unique home goods that are sold in select stores across the country. **If you're looking for a media-savvy expert on Indian cooking and food culture, Singla is the go-to authority.**

I hope you will consider *Indian for Everyone* for a review or feature. Anupy Singla has done many interviews and on-air cooking demonstrations, and she's available for live and taped interviews at any time. We expect to have full PDFs of the finished book ready to send out by no later than mid-April. For more information, please contact Jacqueline Jarik, Agate's marketing and publicity assistant, at 847-475-4457 ext. 4# or at jarik@agatepublishing.com.

Best,

Doug Seibold

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Praise for Anupy Singla, *The Indian Slow Cooker*, and *Vegan Indian Cooking*

“Anupy Singla’s *The Indian Slow Cooker* has saved me on many busy days, including when my in-laws were coming to dinner. The recipes are straightforward and, just as the subtitle claims, easy, healthy, and authentic. My mother-in-law, who has been making traditional biryani for decades, praised this slow cooker version and my father-in-law asked for seconds of my carrot halwa.”

Sarah Elton, *The Atlantic*, citing *The Indian Slow Cooker* as a “Top 10 Cookbook of 2011”

“My favorite new slow cooker book is *The Indian Slow Cooker* by Anupy Singla. . . . Because Indian dishes are rich in spices and robust flavors, they stand up well in slow cookers. Singla actually developed the recipes specifically for the slow cooker so the techniques and ingredients work well in the machine.”

Genevieve Ko, *Good Housekeeping*

“Of all the world’s cuisines, India’s is perhaps best suited to the steady simmer of a slow cooker. . . . If you love Indian food, have a look at Anupy Singla’s *The Indian Slow Cooker*. Folded in with lush food photography are easy, healthful recipes with traditional flavors.”

Lois White, *Better Homes and Gardens*

“Singla’s book goes against what many believe is required of Indian cuisine. . . . the book gives old- and new-school cooks alike ample reason to give Indian food a shot.”

Janet Rausa Fuller, *Chicago Sun-Times*

“Anupy Singla’s cookbook, *The Indian Slow Cooker*. . . is slim in appearance, a mere 136 pages. Yet the author has packed its pages with 50-plus recipes, lots of guidance and enough enthusiasm for slow cookers and Indian food that fans of either or both will be prompted to try one of her recipes, perhaps simple spinach and lentil soup or butter chicken.”

Judy Hevrdejs, *Chicago Tribune*

“What a departure from the usual slow cooker cookbooks on offer. Anupy Singla’s new cookbook, *The Indian Slow Cooker*. . . is likely the book to convince you that you do, in

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fact, need a slow cooker. Singla's recipes, and writing in general, exude common sense and practicality.... Straightforward, healthy recipes for easy preparations of all your favorite Indian dishes combined with mouthwatering photographs make this a cookbook any lover of Indian food will appreciate."

EAT magazine

"Through her writing, cooking, and educating about healthy, homestyle Indian food, [Singla] is poised to become a household name."

Michael Austin, *Chicago Sun-Times*

"Singla debunks misconceptions that Indian food is spicy, complicated, and unhealthy. Highly recommended."

Library Journal

"*Vegan Indian Cooking* builds off of Singla's vast expertise in simplifying and perfecting Indian spices and unique, custom blends, making delicious Indian cooking accessible to even the most hurried home chef."

Basil

"I love the fact I can easily introduce my family to a new ethnic dish and expose them to a culture that is close to my heritage."

Jasmine Jafferli, Examiner.com

"Thanks to Anupy Singla, I've learned that so many Indian meals are typically made without dairy or can be adapted to be dairy free... [*Vegan Indian Cooking* is] a good choice for anyone who likes deeply flavorful foods, but a particularly good pick for someone just beginning to experiment with vegan cooking."

Today's Diet and Nutrition

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INDIAN FOR EVERYONE ***The Home Cook's Guide to Traditional Favorites*** **By Anupy Singla**

Hook: *Indian for Everyone* is the go-to Indian cookbook that every home cook should own. This is Anupy Singla's most comprehensive cookbook yet, with more than 100 classic recipes, including many with meat and seafood, but written to be adaptable for vegan and vegetarian diets. The majority of the recipes are also safe for gluten-free readers, making *Indian for Everyone* a flexible, practical resource for almost every reader.

Indian for Everyone begins with helpful sections outlining the most useful cooking equipment needed for preparing Indian food and a primer on Indian spices, herbs, and other common ingredients. The book is divided into eight sections: The Basics (spice blends, chutneys, drinks); Street Food and Snacks; Vegetable Stir-Fries; *Dal*; Vegetable Curries; Poultry, Meat, and Seafood; Bread; and Dessert.

From classic favorites like *Mattar Paneer* (Peas and Homemade Cheese), *Tandoori Chicken*, and Vegetable *Samosas* that will be familiar to anyone who frequents Indian restaurants in the US, to less well-known dishes that originated from different regions across India, *Indian for Everyone* will open up the diverse world of delicious Indian cuisine for home cooks everywhere. This is the one Indian cookbook that every home cook should own.



Anupy Singla is the author of the bestselling titles *The Indian Slow Cooker* (Agate Surrey, 2010) and *Vegan Indian Cooking* (Agate Surrey, 2012). She is the co-founder and CEO of Indian as Apple Pie, which creates and sells custom spice blends as well as unique home goods. Her books have been praised in *Better Homes & Gardens*, *Good Housekeeping*, and *The Wall Street Journal*. She formerly worked as an on-air TV reporter and anchor for CLTV News, Bloomberg News, and WGN-TV. She lives in Chicago with her husband and two daughters. Find her at www.IndianAsApplePie.com.

***Indian for Everyone*, October 14, 2014, 978-1-57284-162-8,
304 pp, Cooking & Wine, \$35
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INDIAN FOR EVERYONE **Anupy Singla Book Tour, Fall 2014**

Thursday, October 16: Chicago, IL

“An Evening with Anupy” pre-launch, Savory Spice Shop (4753 N. Lincoln), 7:30pm.
Demo, tasting, and discussion. Food, drinks, and book included. \$55.
RSVP 773-293-4559.

Friday, October 17: Chicago, IL

“Diwali for Everyone” book launch at Whole Foods (1550 N Kingsbury St.), 6-9pm.
Food, music, and demo. Indian beer and books available for purchase.
RSVP online or at 312-587-0648.

Saturday, October 18: Naperville, IL

Anderson’s Bookshop at Two Doors East (111 W. Jefferson Ave.), 2pm.
Demonstration and book-signing.

Sunday, October 19: Forest Park, IL

Flavour Cooking School (7401 Madison St.), 4-6pm. RSVP 708-488-0808.
Class and book signing. Price TBD.

Saturday, November 1: Glen Ellyn, IL

Marcel’s Culinary Experience (490 N. Main St.), 12:30-3pm. RSVP 630-790-8500.
Demonstration, discussion, and book signing.

Sunday, November 16: Vancouver, BC

Barbara Jo’s Books to Cooks, (1740 W. 2nd Ave.), 5pm. RSVP 604-688-6755.
Chai reception (4pm), Indian Sunday Dinner (5-6pm). \$120, includes book.

Tuesday, November 18: Seattle, WA

Book Larder (4252 Fremont Ave. N), 6:30pm. For details, call 206-397-4271.
Demonstration, tasting, and book signing.

Thursday, November 20: Philadelphia, PA

Free Library of Philadelphia 1901 Vine St.), 6pm. RSVP 215-686-5322.
Culinary Literacy Center class and signing. \$40.

Friday, November 21: Philadelphia, PA

COOK’s kitchen-classroom (259 S. 20th St.), 6:30pm. RSVP 215-735-2665.
Demonstration and multi-course dinner. \$175, wine and book included.

Stay tuned for more events through fall and winter!

Contact Zach Rudin, Agate sales and marketing manager, for event questions. 847-475-4457 ext. 2# or rudin@agatepublishing.com.

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Q. & A. with Anupy Singla, author of *Indian for Everyone*

Why did you write *Indian for Everyone*?

I wanted to create the go-to Indian cookbook—the one you come home to once you’ve eaten that amazing meal at an Indian restaurant and you want to figure out how to replicate it. This is also a cookbook that I tried hard to design for everyone, regardless of eating preferences or dietary restrictions. My home is typically Indian-American in that we have lots of different dietary points of views. I am largely vegan-vegetarian. My husband eats meat. My kids are somewhere in the middle. Our friends are all over the place with their food choices. I wanted to write a cookbook that brings us all together, rather than one that divides us based on those kinds of food choices. This book celebrates diversity at the dinner table. Every recipe that typically showcases meat is also presented with a vegan alternative, along with tested cooking times and ingredient swaps. I wrote the book basically to fit with my own and my family’s lifestyle. I hope it’s one that many other families will also benefit from for years to come.

How do you think this book fits in with your previous two cookbooks, *The Indian Slow Cooker* and *Vegan Indian Cooking*?

I somehow wrote the niche books before writing this more general one. I like to think that this is the more evolved cookbook, the one that helps you deconstruct everyone’s favorite Indian recipes, shows you how to make them well, and then shows you ways to make them healthier. There are tips on making recipes vegan and even gluten-free. The other two books are definitely complementary. If you think about it, no day is truly exactly the same as the previous day. Maybe you uphold meatless Mondays in your home; maybe Tuesdays are extra-hectic, so you need to throw something into a slow cooker; and maybe, come the weekend, you want to sit down to a more elaborate meal. I like to think that my books will help you be any kind of cook you want to be on any given day, and help you get healthy, home-style Indian food on that dinner table for you, your family, and your friends.

What is the most common misconception about cooking Indian food that you’ve heard, and why is it wrong?

So many people think Indian food is complicated to make. This is truly not the case. The learning curve primarily has to do with getting your arms around the various spices and spice blends. Though some recipes have more steps or seem more complicated, the processes are similar. Once you figure out how to make a basic stir-fry or a curry, you often simply swap out key ingredients and a few spices for different dishes.

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What advice can you offer to novice cooks of Indian food?

Leave behind your preconceived notions about Indian food. It has very little to do with curry powder or layers of cream. Indian food is flavorful, light, and incredibly healthy. I think most Americans are just beginning to discover how amazing it is. The health aspects of the spices alone are a great reason to include Indian food into your regular diet.

What role does food play in your own life? In your daughters' lives?

I'm the kind of person who wakes up planning what I will eat for lunch and dinner. My girls are the same way. We are rarely satisfied with quick fixes from the supermarket—we like to enjoy homemade Indian food all the time. The fact that my girls like to take leftover *dal* (beans and lentils) to their teachers says a lot about how they feel about our cuisine and about their cultural roots. It's something they take a lot of pride in—which was very much not the case with me when I was growing up as one of three Indian-Americans in my town outside of Philadelphia in the 1980s. For that reason alone, it's been well worth developing my interest in traditional Indian cooking and writing these books.

What's next for you?

I am developing my own cooking show, one that not only highlights great Indian food, but that does so from the specifically Indian-American point of view. As the Indian-American community has continued to grow, in numbers and prominence, I think there is a real opportunity there. I want to continue to develop more authentic Indian spices, spice blends, and simmering sauces and get them on grocery shelves across the country. All in all, my aim is to inspire everyone to cook and enjoy great, healthful Indian food at home.