

Media Contact:

Gardi Wilks

gardi@wilkspr.com

Sarah Gadway

sarah@wilkspr.com

708-434-5006



Anupy Singla is an award-winning TV journalist turned cookbook author and entrepreneur, born in India but raised outside Philadelphia, and co-founder of Indian As Apple Pie, a company with a variety of recipes, custom ingredients and unique home goods designed to make Indian cuisine accessible to every type of home cook.

Singla's Indian American perspective, journalistic style, family experience and health advocacy make her a sought-after teacher of Indian cuisine and healthy eating methods. She hosts monthly cooking classes at Whole Foods and is in discussions to add an Indian cooking show on PBS to her repertoire, providing families with the tools they need to make healthy and authentic food at home.



In addition to her instructional classes, Singla has released three Indian cookbooks to date. Since her first book appeared five years ago, Singla's *The Indian Slow Cooker* (2010) and *Vegan Indian Cooking* (2012) have more than 100,000 copies in print and have perennially topped Amazon's list of bestselling Indian cookbooks. Her latest beautifully photographed addition, *Indian for Everyone: The Home Cook's Guide to Traditional Favorites* (2014), mirrors her company in that it aims to make traditional Indian dishes accessible to all types of cooks and diets.

Singla's commitment to healthful recipes and home cooking is inspired by her dedication to bring good, authentic food to her two daughters. She quit her job as a journalist and began blogging about making healthy meals in 2007. Out of her blog, the company Indian As Apple Pie was founded in 2010. Today, in keeping with her mission to make Indian cuisine accessible to the masses, Indian As Apple Pie houses her blog and sells custom spice, spice blend, sauce and lentil ingredients, kitchen gadgets and three cookbooks together on her website as a one-click resource for American cooks.

Familiar with broadcast and print journalism, Singla, her cookbooks and products have been featured in national outlets such as *The Wall Street Journal*, *Forbes*, *The Boston Globe*, *The Chicago Tribune*, *The Atlantic*, *Crain's Chicago Business*, *Philadelphia Daily News*, NPR, the Katie Couric Show, ABC, CBS, Fox and NBC affiliates as well as in magazines such as *Good Housekeeping*, *Better Homes and Gardens*, *Parade*, *Publisher's Weekly*, *Every Day with Rachael Ray*, *Woman's World* and *Shape*.

In 2014, Singla was voted a Top 50 Food Blogger by mom.me and one of Chicago's Top Food Critics and Bloggers by Restaurant Discount Warehouse. She earned her undergraduate degree in international relations and politics from Ursinus College in Collegeville, PA, and master's degree in Asian studies from the University of Hawaii and East-West Center in Honolulu, HI.