

Contact: Dara Bunjon  
410 486 0339  
dara@dara-does-it.com

FOR IMMEDIATE RELEASE

**It's a Book!**  
**"YUM! TASTY RECIPES FROM CULINARY GREATS"**  
**the cookbook that keeps on giving**

(Baltimore, Md – October 26, 2007) **YUM! Tasty Recipes from Culinary Greats** (Cumberland House; October 25, 2007; \$28.95) is ready to be eaten. A “giving” book from the onset, being underwritten by Microplane® with their profits on the sale of the book going to the National Kidney Foundation. The giving continued when Dara Bunjon of Dara Does It – Creative Solutions for the Food Industry and Jeff Spear, Studio Spear, co-authors reached out through the Maryland Hospitality Education Foundation to the high school ProStart culinary students to assist in the recipe testing. The students got to work with products they had never seen before, learned the ins-and-outs of a properly written recipe and see alternative career options with food styling and food photography.

Culinary Greats Give!

A collection of mouth-watering recipes from culinary greats renown for their prowess in and around the kitchen. Some of the stellar contributors are Sara Moulton, Nick Malgieri, José Andrés, Charlie Trotter, Roy Yamaguchi, Rick Tramonto, Susan Feniger, Mary Sue Milliken, Elizabeth Falkner and Susanna Foo.

If those names are not impressive enough, the book also features recipes from Steven Raichlen, Rick Bayless, Nathalie Dupree, Dan Barber, Tom Douglas, Jodie Adams, Ana Sortun, Suvir Saran, Michel Richard, Jamie Gwen, Gael Greene, Susan Hermann-Loomis, Jacques Torres, Joanne Weir, Norman Van Aken, Scott Peacock, Joyce Goldstein and many others.

Whether they excel as chefs, restaurateurs, writers and/or culinary educators, they have all worked their way to the top of their respective culinary fields. Each culinary great answers assorted questions with humor and passion on the pages of **YUM!** giving readers insight to what makes them tick.

## You Can Donate

**YUM! Tasty Recipes from Culinary Greats** is being sold through the normal channels but if purchased at the Maryland Hospitality Education Foundation (<http://www.mhef.org>) \$15.00 is tax deductible and will benefit the MHEF ProStart program and Scholarship Fund or direct from Microplane® (<http://us.microplane.com/index.asp?PageAction=VIEWCATS&Category=36>) where profits go to the National Kidney Foundation.

Better yet, **YUM!** is an ideal holiday gift for either the hobby cook up to those avocational cooks who like a good challenge. There is diversity and great recipes for all. Bunjon and Spear would like to see other non-profits sell the book and raise dollars for their most important work.

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### About the Authors:

**Dara Bunjon**, president of Dara Does It – Creative Solutions for the Food Industry, ([www.dara-does-it.com](http://www.dara-does-it.com)) works within and with many aspects in the food industry from public relations, food styling, freelance writing, product development and much more. Also known in Baltimore as Dining Dish, she writes a food blog ([www.diningdish.blogspot.com](http://www.diningdish.blogspot.com)) as well as a foodie newsletter by the same name. *Baltimore Style Magazine* recently wrote about the blog, “If Lucy Riccardo wrote a blog this would be it.” Bunjon is the former public relations director of Vanns Spices.

**Jeffrey Spear** is president of Studio Spear ([www.studiospear.com](http://www.studiospear.com)) a leading national marketing consultancy based in Baltimore Maryland. The company focuses its strategic and creative efforts on kitchen based “lifestyle” products and caters to both consumer and trade audiences.

Some of Studio Spear’s better known clients have included Anheuser Busch, Disney, BaskinRobbins and Hasbro. While these companies are some of the largest in the country, if not the world, Studio Spear maintains relationships with companies of all sizes and geographic influence.

### ***YUM! Tasty Recipes from Culinary Greats***

\$28.95 Hardcover U.S. /\$34.95 Canada

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jpgs available upon request available through major book retailers