



Farm to Fork

Cooking Local, Cooking Fresh

Emeril Lagasse

A HarperStudio Paperback Original

Farm to Fork brings out the “green” in Emeril with recipes that will inspire cooks, new and old, to utilize fresh, organic, and locally-grown ingredients throughout the year

William Morrow
Cookbooks

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COOKING

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full color throughout

Farm to Fork, the third book in Emeril’s new series of cookbooks, offers recipes that will inspire cooks to utilize organic and locally-grown produce. Modeled after *Emeril Green*, his show on Discovery’s Planet Green channel, Emeril gets his hands dirty and brings the farm to you—he’ll show you not only how to whip up a delicious meal, but also how to take advantage of local seasonal ingredients, which will keep you eating fresh and healthy foods throughout the year. Whether you’re an environmentally conscious eater or simply someone who loves great food, *Farm to Fork* bridges the gap from bud-sprout to supermarket, giving you a deeper understanding of our modern day food chain while teaching you how to make the most of the fresh ingredients found at your local farmers market.

Marketing Campaign

- National and regional media campaign: TV, radio, print, online
- Good Morning America* appearances
- National Television Satellite Tour
- Promotion through Martha Stewart magazines, radio, TV show, website, and personal blog
- Partnership with Planet Green TV
- Home Shopping Network special appearances
- Promotion to all of Emeril’s restaurant mailing and email lists
- Emerils.com widgets, recipes, videos and tile ads
- Video and text blogging- follow Emeril on Twitter and Facebook
- Official Website: www.emerils.com

Author Bio

Emeril Lagasse is the chef/owner of several critically acclaimed restaurants, including Emeril’s Restaurant, NOLA, and Emeril’s Delmonico in New Orleans. He also owns and runs Emeril’s New Orleans Fish House and Delmonico Steakhouse in Las Vegas, as well as Emeril’s Orlando and Emeril’s Tchoup Chop in Orlando, Emeril’s Miami Beach, and Emeril’s Atlanta.

In addition, Emeril Lagasse is the host of *Emeril Green* on Planet Green and *The Essence of Emeril* on the Food Network. His previous cookbooks include *Emeril’s Potluck*; *Emeril’s There’s a Chef in My Family!*; *From Emeril’s Kitchens*; *Emeril’s There’s a Chef in My Soup!*; *Emeril’s TV Dinners*; and *Every Day’s a Party*.

Emeril Lagasse’s enthusiasm for mentoring and teaching young people inspired him to establish The Emeril Lagasse Foundation®, a nonprofit organization that seeks to mentor, inspire, and enable young people, especially those from disadvantaged circumstances, to realize their full potential as productive and creative individuals. The Emeril Lagasse Foundation® supports a diverse network of organizations—including St. Michael Special School for Exceptional Children in New Orleans and the Andre Agassi Charitable Foundation®—and will continue to cultivate relationships with organizations that are committed to improving the quality of young people’s lives in each of the communities where Emeril’s restaurants operate.