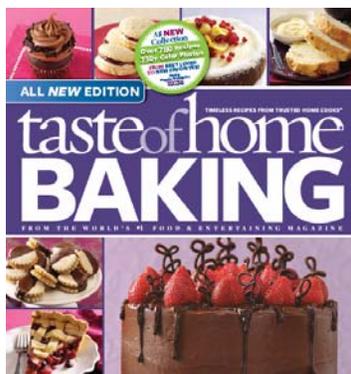


**NEW from Taste of Home, the world's #1 food and entertaining magazine, TASTE OF HOME BAKING BOOK filled with nearly 800 all-new recipes for baking lovers**



## TASTE OF HOME BAKING All NEW Edition!

786 recipes and 730+ color photos!  
**PLUS A FREE SUBSCRIPTION TO TASTE OF HOME!**  
\$29.95 Hardcover, 5-ring binder, 510 pages  
Taste of Home Books (September 20, 2011)  
ISBN (13): 978-0-89821-846-6

**GREENDALE, WI, July 2011** — *Taste of Home* served up a mouthwatering collection of beloved baking recipes in its first-ever *Taste of Home Baking* cookbook over four years ago – a collection *Publishers Weekly*'s starred review called “brilliantly conceived.”

New for this fall, the completely revised second edition of *Taste of Home Baking* features 786 recipes, more than 90% of them new, with 730 full-color photographs. Plus all recipes for brownies, cookies, pies, breads, bars and cheesecakes including inspirations for all-new cupcakes, “almost homemade” creations, lightened-up favorites and holiday treats. Every recipe reflects the ever-changing palate of Americans, since they are submitted by real home chefs nationwide and are test-kitchen guaranteed to rise to any occasion.

### **What's new about *Taste of Home Baking: All-New Edition*?**

**New recipes!** 700 of the recipes in this new edition are making their cookbook debut. This means great options for every palate. Looking for traditional fudge brownies? You'll find multiple “to die for” recipes. Craving something super-indulgent? Choices include Black Forest Brownies, Macadamia Chip Brownies, Tiramisu Brownies, Double Chocolate Orange Brownies, Mocha Mousse Brownies, Raspberry Truffle Brownies, just to whet your appetite.

**New chapters!** The editors cover the cupcake craze in depth, from Boston Cream Cupcakes to Pineapple Upside-Down Cupcakes and every cute little cake between. An “Almost Homemade” chapter is a rescue manual for time-crunched chefs, with recipes featuring convenience products. “Trimmed-Down Favorites” delivers treats that are light on calories but big on flavor. Many of the recipes in this chapter will delight readers who have sensitivities to eggs, milk, or flour, and nutritional information is included as well.

**Truly happy holidays!** *Taste of Home Baking: All-New Edition* features an entirely new chapter that provides limitless inspiration for even more celebrations, including Valentine’s Day, St. Patrick’s Day, Easter, patriotic holidays, and Halloween. (Don’t miss the Peter Peter Pumpkin Bars, made with pumpkin pie spices and topped with orange-peel frosting).

**What makes *Taste of Home Baking: All-New Edition* so tasty?**

**Incredible variety.** The editors cover EVERY baking category in-depth. Cooks will find a spectacular finish to any meal with tempting pies, cakes, and cheesecakes. Delectable treats ranging from rich Toffee Cranberry Crisps to refreshing Lime Cooler Bars are great for parties, bake sales, suppers or year-round snacking. Breakfast also gets the spotlight it deserves, with comforting coffee cakes and sweet rolls featured in an all-new chapter alongside a selection of flavorful biscotti. From melt-in-your-mouth yeast breads to buttery biscuits, the editors fill your bread basket also.

**Home cooks are the key ingredient.** *Taste of Home Baking: All-New Edition* is not a collection of mile-long recipes that only a restaurant chef would want to attempt. The book includes approachable, foolproof recipes that were born in home kitchens, developed by great home cooks, and perfected in the Taste of Home test kitchens. Many of the recipes even feature a Cooks Who Care icon, catering to those home chefs who give back to their communities.

**Problem-solving pointers.** Both novices and masters of the oven will love the eye-opening tips that solve age-old baking pitfalls. With numbered steps, how-to-photos, and “aha” sidebars, the editors replace frustration with fun, sharing tricks to nix uneven baking, crumbling cookies, gummy or tough texture and other common problems. Readers will discover techniques for forming a perfect cookie, scoring a perfect diamond-shaped bar, dripping or drizzling the perfect chocolate finish, mastering the art of perfect icing and much more.

**Regional favorites.** Drawing on a team of hundreds of contributors, *Taste of Home Baking: All-New Edition* celebrates regional cooking, from southern Old-Fashioned Whoopie Pies (soft chocolate sandwiches made with buttermilk, cocoa, and a fluffy white filling) to Frosted Rhubarb Cookies from Idaho and Coconut Cookies from Florida.

The recipes are served in a five-ring binder that lies flat, with snap-in splashguards for stress-free whipping and mixing. Published just in time for the holidays, the book makes an especially valuable gift: each copy comes with a free subscription to *Taste of Home* that readers can keep or pass along to someone special. A bountiful collection, this all-new edition of *Taste of Home Baking* will inspire bakers of all skill levels to create spectacular treats with ease—and with love.

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## MEET THE TASTE OF HOME EDITORS



**Catherine M. Cassidy** is Vice President/Editor-in-Chief of the Taste of Home Media Group (<http://www.tasteofhome.com>) and the main face of Taste of Home on TV, deftly demonstrating recipes from the magazines and cookbooks including “Good Morning America,” “The Early Show,” and QVC. In her role as editor-in-chief, Catherine oversees the creation of all branded media, including *Taste of Home*, the number one cooking magazine in the world, and its web site, [tasteofhome.com](http://www.tasteofhome.com); special interest publications, direct response and retail cookbooks, including the best-selling *Taste of Home Cookbook* and *Comfort Food Diet Cookbook*; and *Taste of Home* spin-off magazines *Simple & Delicious* and *Healthy Cooking*. She also oversees the Taste of Home Cooking Schools, which attract thousands to locations nationwide. Prior to joining Taste of Home, Catherine served as Editor-in-Chief of *Prevention* magazine and *Prevention* Special Interest Publications at Rodale, Inc. Catherine joined Rodale in 1986 as an associate editor in the book division, and was later named Executive Editor of Rodale’s Custom Publishing division. She started her career at *Runner’s World* and *Fit* magazines in Mountain View, California. She lives in Mequon, Wisconsin, with her husband and children.



**Diane Werner** Diane Werner, RD, is the Food Director for Taste of Home, overseeing the recipes, providing feedback for the testing staff, aiding in the development of nutritional information, offering insight into the creative design of the magazine and its digital media elements, and creating and judging national recipe contests. Diane has also traveled the country promoting Taste of Home, appearing regularly on TV in Chicago, Milwaukee, and Minneapolis and even nationally on “Good Morning America.” Diane joined Taste of Home in March 1998. Prior to joining Taste of Home, she worked as a registered dietician at several institutions including Sinai Samaritan Medical Center in Milwaukee, where she served as Diabetic/Metabolic Nutrition Specialist. Diane lives in Oconomowoc, Wisconsin with her husband of 30 years and is the mother of four.

## ABOUT TASTE OF HOME

Taste of Home is a leading multi-platform producer of information on food, cooking and entertaining, serving home cooks with engaging media that capture the joy and comfort received from food made with love. Taste of Home publishes three magazines (the flagship *Taste of Home*—America’s largest cooking magazine, with a circulation of 3.2 million—*Healthy Cooking* and *Simple & Delicious*); top-selling bookazines; newsstand specials; and popular cookbooks and e-books. [Tasteofhome.com](http://www.tasteofhome.com) is a top destination for engaging audiences with kitchen-tested recipes, how-to techniques, cooking videos and lively community forums. Taste of Home is part of the Lifestyle Communities @RDA (The Reader’s Digest Association, Inc.). Log on to [tasteofhome.com](http://www.tasteofhome.com) to learn more. Like us on [Facebook](https://www.facebook.com/tasteofhome) and follow us on [Twitter](https://twitter.com/tasteofhome)