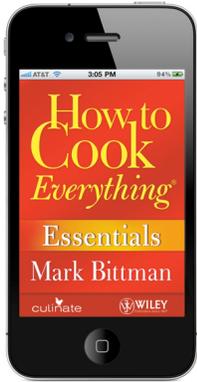


**FOR IMMEDIATE RELEASE**

Contact: Mark Douglas / (503) 916-1777 / [mark@culinate.com](mailto:mark@culinate.com)



Introducing *How to Cook Everything*<sup>®</sup> *Essentials*, a free app based on Mark Bittman's bestselling, award-winning cookbook.

**A follow-up to the popular *How to Cook Everything* app, *How to Cook Everything Essentials* is a free app containing more than 100 of Mark Bittman's key recipes, plus how-to illustrations and several of the specially designed features of the original complete app.**

24 September 2010 (Portland, Oregon). Everyone's favorite go-to cookbook and on-the-go iPhone app, Mark Bittman's *How to Cook Everything*, is now available in a free abridged version called *How to Cook Everything Essentials*. Available for iPhone and iPod Touch<sup>®</sup>, *Essentials* allows users to try the app before upgrading to the complete version.

The modern bible of home cooking, *How to Cook Everything* contains 2,000 no-nonsense recipes, plus hundreds of techniques, cooking tips, and detailed ingredient and equipment advice. The *How to Cook Everything* app is a handy companion to the book that can be used anywhere, anytime, online or offline. Written by Mark Bittman, the longtime *New York Times* columnist, blogger, and television personality, *How to Cook Everything* promotes a simple and accessible approach to home cooking. For more than 10 years, cookbook fans have used this masterwork to make crowd-pleasing food using fresh, natural ingredients; simple techniques; and basic equipment. For six months, they've had the same resource — on their iPhones.

Now, *How to Cook Everything Essentials* brings a selection of the complete app's best recipes to the iPhone for free. App users can easily upgrade to the complete app at any time. Here's what's included in the *Essentials* app:

- 102 key recipes from the book — ones that Mark Bittman has labeled “essential” — plus Mark Bittman's basic cooking guidance, including how-to illustrations and equipment, techniques, and ingredient information
- easy-to-use and flexible search capabilities, as well as the ability to browse recipes and reference information
- handy built-in timers throughout the recipe steps
- customizable (and email-friendly) shopping lists making it easy to buy ingredients

A smart phone can be a cook's best friend, and *How to Cook Everything*<sup>®</sup> *Essentials* (<http://www.howtocookapp.com/essentials>) is a great place to start. It's the ultimate free cooking resource.

*How to Cook Everything*<sup>®</sup> *Essentials*: Available now on iTunes, for free.

**CULINATE** EAT TO YOUR IDEAL

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**About Mark Bittman:**

Mark Bittman has become one of the leading voices in the food movement. He has been writing "The Minimalist" column for The New York Times for 13 years and frequently contributes to the paper's Week in Review and Magazine sections. His list of award-winning bestsellers includes *How to Cook Everything*®, *How to Cook Everything Vegetarian*®, *Food Matters*, and *The Food Matters Cookbook*. Mr. Bittman's work also appears in countless print and online publications, including new columns in *Cooking Light* and *Parents* magazines. He is a PBS-TV series host and a regular on the Today show. Learn more at [howtocookeverything.com](http://howtocookeverything.com) and [markbittman.com](http://markbittman.com).

**About Culinate:**

Publisher of the online food site Culinate.com (<http://www.Culinate.com>), Culinate also works with publishers, authors, and cooks to digitally enhance recipes and cookbook content for mobile devices and the web. Founded in 2006, Culinate is based in Portland, Oregon. For information about the **How to Cook Everything**® apps, contact Mark Douglas / (503) 916-1777 / [mark@culinate.com](mailto:mark@culinate.com).

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