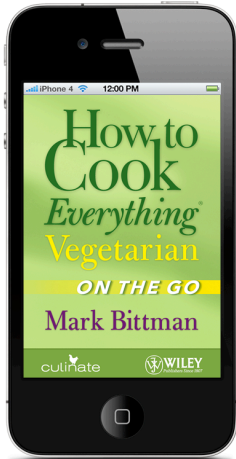


**FOR IMMEDIATE RELEASE**

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



*How to Cook Everything<sup>®</sup> Vegetarian* — Mark Bittman's companion bestseller to *How to Cook Everything* — is now available as an iPhone<sup>®</sup> app.

**The *How to Cook Everything Vegetarian* app is the most authoritative, inspiring, indispensable, and portable collection of meatless recipes and cooking know-how available. It's based on Bittman's original vegetarian cookbook and packed with all the special features that users love in the *How to Cook Everything* app.**

29 April 2011 (Portland, Oregon). Mark Bittman's *How to Cook Everything Vegetarian* is now available as an app for iPhone and iPod Touch. This seminal work contains more than 2,000 meatless recipes and variations—plus ample cooking, shopping, and ingredient information—making this app every bit as useful as its predecessors, *How to Cook Everything* for iPhone and iPad.

Like the incredibly popular *How to Cook Everything* apps, which have had more than half a million downloads, the new app on vegetarian cooking features enhanced search capabilities, shopping lists, timers for every recipe, and featured recipes (updated weekly). Similarly, too, *How to Cook Everything Vegetarian* can be used anywhere, anytime, online or offline. It's the ultimate app companion to the ultimate vegetarian cookbook.

Written by Mark Bittman, the longtime *New York Times* writer, television personality, author, and blogger, *How to Cook Everything Vegetarian* promotes a simple and accessible approach to meatless, and even vegan, home cooking. Cooks rely on this indispensable reference to make crowd-pleasing food using fresh, natural ingredients; simple techniques; and basic equipment.

**Features** of the *How to Cook Everything Vegetarian* app include:

- Intuitive filters that pinpoint searches by multiple ingredients, techniques, or styles
- Access to how-to illustrations and detailed reference information
- Customizable shopping lists and personalized favorites lists
- Built-in timers and a settings option for integrated metric display
- Cooking inspiration with Bittman's Picks, Menu Ideas, and weekly new featured recipes
- Printing and emailing option for recipes and shopping lists

The *How to Cook Everything Vegetarian* app (<http://bit.ly/htcevphns>) is the ultimate vegetarian resource for cooks everywhere.

*How to Cook Everything Vegetarian<sup>®</sup>* iPhone app  
now available on iTunes for \$4.99

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**About Mark Bittman:** Mark Bittman is one of the leading voices in the food movement. He is a columnist for *The New York Times* Opinion section, focusing on food policy and issues related to health, eating, and agriculture. Several times a month he writes a recipe feature in *The New York Times Magazine*. Before that, he was "The Minimalist" in the dining section for more than a decade. Bittman's list of award-winning bestsellers includes *How to Cook Everything*® (also available as an iPhone and iPad app) and *How to Cook Everything Vegetarian*®. His work also appears in countless print and online publications, including *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 ([www.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 any of the **How to Cook Everything**® series of apps, contact Mark Douglas / (503) 916-1777 / [mark@culinate.com](mailto:mark@culinate.com).

### **About Wiley**

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