

Tupelo Honey Café selected by national publishing firm for cookbook

For immediate release

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ASHEVILLE – A leading national publisher, Kansas City, Mo.-based Andrews McMeel Publishing, has selected Tupelo Honey Café to create a cookbook to showcase the restaurant’s unique cuisine and the “Foodtopian Society” of Asheville.

Local author Elizabeth Sims is collaborating with Tupelo Honey Café Proprietor Stephen Frabitore and Executive Chef Brian Sonoskus to compile *Tupelo Honey’s Eclectic Table – Spirited Recipes from the Heart of Asheville*. The cookbook will be published in early 2011 and distributed to bookstores nationally.

“We get emails every day from people all over the country asking for our recipes,” Frabitore said. “The cookbook is our way of sharing Brian’s food with a national audience while at the same time celebrating Asheville’s position as a worldwide destination for food and microbrews.”

Frabitore selected Sims for her vast writing experience, including articles for National Geographic Traveler, Southern Living, Taste of the South Magazine and WNC Magazine. She is a the former vice president of marketing communications for the Biltmore Company and a past president of the Southern Foodways Alliance, an organization devoted to the preservation of traditional Southern foodways and recipes.

“The book is as much about the city as it is about Tupelo’s food,” Sims said. “I’ll be writing about Asheville’s food scene and culinary history, the Foodtopian Society concept and our nationally recognized microbreweries.”

Among other local traditions and institutions, the cookbook also will pay homage to the organic, free-range movement championed by local farms, including Sunshot Organics, the vegetable, flower and berry farm owned by Sonoskus.

“We’re probably the only restaurant in town to actually grow a significant portion of the food we serve ourselves,” Sonoskus said. “Sunshot Organics is just one of the

things that makes Tupelo special.”

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Tupelo Honey's Eclectic Table will be a full-color, hardbound edition of 224 pages, featuring 100 recipes and 75 photographs. The first run will be 15,000 copies. The cookbook will be available at the restaurant and in bookstores across the country.

“It will be a wonderful gift and keepsake for the city of Asheville,” Frabitore said. “We’re delighted to have been chosen by Andrews McMeel Publishing and look forward to bringing this concept to life.”

About Andrews McMeel Publishing

Andrews McMeel Publishing LLC is a leading publisher of general nonfiction trade, gift, and humor books, with as many as 200 new titles annually, as well as calendars and greeting cards. AMP’s burgeoning cookbook program, launched in 2007 under the leadership of executive vice president and publisher Kirsty Melville, has met with great success, including an International Association of Culinary Professionals award in 2009 for *The Art and Soul of Baking* by Sur La Table and Cindy Mushet (2008). *The Art and Soul of Baking* was also a 2009 James Beard Foundation Award nominee.

In addition to the cookbook program, recent titles include the New York Times bestsellers *Obama: Election 2008* and *Bee & Me*, from AMP’s Accord Publishing division. Other highlights from the Fall 2008 list include *Dilbert 2.0: 20 Years of Dilbert*, by New York Times best-selling author Scott Adams; *I’m Sorry ... My Bad*, by New York Times best-selling author Bradley Trevor Greive; *Baby Love: An Affectionate Miscellany*, by renowned photographer Rachael Hale; and *The New Yorker Cartoon Caption Contest Book*, by The New Yorker magazine.

About Tupelo Honey Café

Tupelo Honey Café’s mission is to create a charming atmosphere with innovative Southern cuisine, emphasizing quality, selection and excellent service. A locally owned café, it has quickly distinguished itself from other regional restaurants by presenting familiar, creative comfort fare, healthier options, fresh ingredients and large portions at a fair price. Featuring the work of local artists, the restaurant’s interior has been described by The New York Times as “an old-fashioned tea room.” Tupelo Honey Café also has been featured in Southern Living and Our State and is consistently voted one of the “Best Restaurants” by Mountain Xpress.

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