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“Easy and fun to use with practical steps for parents to provide delicious choices for their kids and create a lifetime of healthy eating habits.”

-- Harold S. Koplewicz, M.D. Founder and Director, NYU Child Study Center

"Jessica Seinfeld's secrets are not only good for children; they're a real treat for parents too. I'm definitely hungry for a second helping!"

--Liz Lange, Founder and CEO, Liz Lange Maternity, and Mother

DECEPTIVELY DELICIOUS

Simple Secrets to Get Your Kids Eating Good Food

Jessica Seinfeld

Like many busy Moms, Jessica Seinfeld used to dread mealtimes. Her efforts to coax her three children – all under the age of seven – to eat a variety of nutritious foods weren’t working. For years, she prepared balanced meals with vegetables she loved, that were routinely met with, “Ewww, gross!” at even the sight of broccoli, cauliflower or spinach.

As the dinner table in the Seinfeld home became increasingly unharmonious, one evening she decided to try something different - something so simple, easy, and quick, she couldn’t believe she hadn’t thought of it before. She made a nutritious meal and to her amazement and delight, her kids gleefully ate both their favorite food and a full serving of vegetables – without even the slightest objection.

Jessica Seinfeld’s winning formula? As she divulges in **DECEPTIVELY DELICIOUS: *Simple Secrets to Get Your Kids Eating Good Food*** (Collins, an imprint

of HarperCollinsPublishers; October 5, 2007; \$24.95), she hides pureed vegetables and other healthful ingredients – “food that my kids wouldn’t touch in their natural form” – in proven kid-pleasing dishes, including macaroni and cheese, chicken nuggets and burgers. This stealth tactic lets her make all kinds of simple, fast, nutritious meals that her kids love and that the whole family can share.

Best of all, by introducing her kids to good, nutritious food on their own terms, Jessica has helped them develop a taste for wholesome whole-grains, fresh fruits, and a rainbow of vegetables. By continuing to put veggies on her children’s plates – but no longer having to plead with them to eat them – Jessica found her kids started sampling the vegetables on their own and ended up getting two servings of goodness – without any fighting. Now mealtimes at the Seinfeld house are low in fat, sugar, and stress and full of vitamins, fiber, and fun.

Now Jessica is sharing her secrets with parents in **DECEPTIVELY DELICIOUS**. Approved by eclectic kid taste-testers, husband Jerry and other friends, the recipes for breakfast treats, finger foods, comfort favorites, and desserts are sure to make the whole family run to the kitchen table. A nutrition expert, Joy Bauer, with real-world experience as a Mom, gives the recipes her seal of approval and explains what nutrients kids need to grow healthy and strong. Jessica Seinfeld serves it all up with lively illustrations, lots of helpful advice, and common-sense rules for parenting with fewer frustrations, just enough structure, and more pleasure.

To make the process easy, Jessica breaks the prep work down into four phases:

- 1) Organize the kitchen with essential tools and utensils. Priority: a food processor, magic bullet, or blender.
- 2) Organize the pantry with a collection of staple ingredients, including canned beans, tomatoes, and pumpkin; whole-wheat pasta; and pancake mix.
- 3) Make vegetable and fruit purées a few at a time, and then portion and freeze them for use in the recipes.
- 4) Start cooking!

Here’s a taste of fixing healthy, kid-friendly meals the **DECEPTIVELY DELICIOUS** way:

- *French Toast*, made from whole-grain bread, camouflaged with a dusting of sugar, and coated with a kick of banana, pineapple, and sweet potato purées.

- *Scrambled Eggs*, made super-fluffy, scrumptious, and nutritious with a little grated Parmesan, reduced-fat sour cream, and cauliflower purée whisked in.
- *Chicken Nuggets* kid-rated tastier than fast food renditions, featuring a flaxseed meal coating and a cup of broccoli or spinach hidden inside.
- *Pink Pancakes* for a surprising, protein-packed supper, made from a store-bought mix fortified with grated apple, a bit of beet purée, and some ricotta cheese.
- *Tortilla “Cigars,”* easy to pick up and pack for lunches or picnics, filled with lean poultry, low-fat cheese, and antioxidant-rich purées of yellow squash and carrot.
- Irresistible, low-fat *Brownies* with carrot and spinach purées slipped into in the batter and extra-creamy *Chocolate Pudding*, whipped up with avocado.
- *Chocolate Chip Cookies*, make with old-fashioned oats and “flying” chickpeas, and *Oatmeal Raisin Cookies* (Dad Jerry’s favorite), with a covert nutrition punch of both banana and zucchini.

The most important responsibility for any parent is providing for safe and healthy children. But with the availability of fast and processed food, this job is harder than ever. About a quarter of America’s children and teens are overweight, and middle-aged diseases, like type 2 diabetes and blockages of the heart arteries, are on the rise among youngsters. **DECEPTIVELY DELICIOUS** offers a healthy alternative that parents, even the most time-pressed, and kids, even the fussiest, can live with, happily.

As renowned cardiologists **Dr. Roxanne Mehran** and **Dr. Mehmet Oz** aptly state in their Foreword: “We’ve all experienced arguing with our children over eating their vegetables, and the resulting frustration is enough to make us want to give up all together. That’s where **DECEPTIVELY DELICIOUS** comes in. These are wonderful recipes that introduce and stimulate our children’s taste buds to the ‘good, healthy’ foods, but children still get to eat the foods they love. Later, as they grow, they will want the healthy vegetables on their own, since for years they had their chicken nuggets coated with them already!”

About the Author

JESSICA SEINFELD is the founder of Baby Buggy, a non-profit organization that works to provide New York City's families in need with clothing and sundry essentials for their infants and young children. She lives in New York, with her husband, Jerry,

who never complains about eating his veggies, and their three little recipe tasters:
Sascha, age 6; Julian, age 4; and Shepherd, age 2.

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Simple Secrets to Get Your Kids Eating Good Food

By Jessica Seinfeld

Foreword by Dr. Roxanna Mehran and Dr. Mehmet Oz

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