



## *Hello Taste, Goodbye Guilt* Named ADA's Best-Selling Cookbook of 2014

The Mr. Food Test Kitchen is proud to be named by the American Diabetes Association as their best-selling author of 2014. As the fifth collaboration between the Mr. Food Test Kitchen and the American Diabetes Association, *Hello Taste, Goodbye Guilt* is the result of a longstanding and successful partnership—and the brain trust of recipe crafters in the Test Kitchen.

"We're so excited to be the ADA's 2014 best-selling author. We love working with them. The entire team worked really hard on this book, and the response was immediate," says Mr. Food Test Kitchen COO Howard Rosenthal. "I think this cookbook resonated with consumers because it's so universal. It has recipes that everyone can enjoy whether they're following a diabetic-friendly diet or not."

The list of more than 150 recipes in this book includes lighter meals and sides for every occasion as well as more than 100 enticing color photos to make the recipes come to life. And the response has been so huge that the Mr. Food Test Kitchen will soon be launching yet another diabetic cookbook in partnership with the ADA. Be on the lookout for *Guilt-Free Weeknight Favorites*, a new cookbook that makes it easy to eat healthy any night of the week—without the guilt!

**Recipes and photos available upon request.**

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### **About the American Diabetes Association:**

The ADA leads the fight against the deadly consequences of diabetes and fights for those affected by diabetes. It funds research to prevent, cure and manage diabetes. It also delivers services to hundreds of communities and provides objective and credible information. The ADA gives voice to those denied their rights because of diabetes.

### **About Mr. Food Test Kitchen:**

The Mr. Food Test Kitchen is an established, diversified, media brand that has championed the benefits of quick and easy cooking at home for more than 30 years. Today, the Mr. Food Test Kitchen TV segment is nationally syndicated through CBS Television Distribution, boasting a daily audience of nearly 3.5 million viewers between broadcast and TV digital platforms. Through its publishing division, Cogin, Inc., the Mr. Food Test Kitchen has sold millions of books, making it one of the nation's most successful -- cookbook authors. In addition to print and video, the Mr. Food Test Kitchen has MrFood.com, one of the country's fastest growing recipe websites with millions of page views weekly and more than 1.8 million unique visitors monthly. ([www.mrfood.com](http://www.mrfood.com))