

**THE MR. FOOD TEST KITCHEN SELLS OUT OF
SINFUL SWEETS & TASTY TREATS COOKBOOK ON QVC.**

West Chester, Penn. (April 17, 2013): Armed with a plethora of tantalizing desserts, Mr. Food Test Kitchen COO Howard Rosenthal appeared on “In the Kitchen with David” on QVC and sold out of the new cookbook, *Sinful Sweets & Tasty Treats* in minutes. Lemon coconut cupcakes spurred host David Venable into a happy dance, but man cannot live on cupcakes alone.

That’s why this book showcases brownies, cakes, pies, cookies, cobblers, crumbles, crisps and so much more in more than 150 tempting recipes as well as 90 color photos. However, it’s not the number of recipes or the amount of photos that have catapulted the success of this book, said Rosenthal.

“This book is all about great recipes with off-the-shelf ingredients that come together easily. They look and taste decadent, but won’t make you spend all day in the kitchen. This is what people respond to most. The gorgeous photos and the incredible variety of recipes in the book are added bonuses,” Rosenthal said. “And at 192 pages, it’s a real value. We’re so excited about the response.”

To learn more about Sinful Sweets & Tasty Treats, visit the link below.
<http://www.mrfoodshop.com/mrfotekisisw.html>

Photos and recipes available upon request.

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ABOUT THE 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 Distributing to more than 125 TV stations with a daily audience of nearly 3 million viewers. Its publishing division, Cogen (with millions of books sold), continues to successfully create cookbooks. The reach of the brand goes beyond print and TV with MrFood.com. As one of the nation’s fastest growing recipe websites with millions of page views weekly and more than 1.8 million unique visitors monthly, it guides and interacts with a whole new audience of home cooks. On top of that, the “Quick & Easy Everyday Cooking” e-newsletter engages hundreds of thousands of subscribers on a daily basis. The company also has strategic licensing partnerships creating a complete line of houseware products that mirror the brand’s philosophy.