



**FOR IMMEDIATE RELEASE**

**THE EVOLUTION OF THE MR. FOOD BRAND  
MR. FOOD TEST KITCHEN REVEALS SECRETS WITH RELEASE OF  
QUICK & EASY COMFORT COOKBOOK**

Fort Lauderdale (October 17, 2011) – What’s the secret to the quickest and easiest to-die-for Macaroni and Cheese? How can a busy family get the taste of a long-cooked chili on the table in record time? Those are just some of the many secret recipes revealed in the national release of the new Mr. Food Test Kitchen: Quick & Easy Comfort Cookbook, the first in a series of new cookbooks under the Mr. Food Test Kitchen title.

As part of the evolution of the Mr. Food Brand, The Mr. Food Test Kitchen has been the backbone of the popular Mr. Food TV news segment. The exclusive unlocking of the Test Kitchen doors introduces the creative, talented team who have for years been working side by side with founder, Art Ginsburg, host of the Mr. Food television segment, to provide time and budget-pressed American families with quick and easy recipes. The Mr. Food Test Kitchen: Quick & Easy Comfort Cookbook contains more than 150 original triple-tested delicious comfort food recipes and tempting photos.

Chief Operating Officer of the Mr. Food Brand, Howard Rosenthal, says” Art has been such a role model in the industry. Nothing inspires us more than the realization that his founding quick and easy philosophy is being adapted by other food personalities including The Food Network’s Rachael Ray, Sandra Lee and Paula Deen.”

All recipes meet strict test kitchen criteria for consistently good results in four categories: taste, ease of preparation, budget-friendly and time-sensitive. Popular favorites include: stick-to-your ribs main dishes like: Crispy Crunchy Fried Chicken, Smothered Pork Chops and Mama’s Meatloaf and decadent desserts like Double Chocolate Cream Pie and Peanut Butter Cup Cheesecake.

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Test Kitchen Team Member Kelly Rusin says, “People just gravitate to comfort food; we see this trend whenever times are stressful. Our director, Patty Rosenthal made sure that this first cookbook covered everything for both everyday family meals as well as entertaining for any occasion.”

“As every division of our brand continues amazing momentum, the future couldn’t be brighter. It’s so heartwarming to have generations of fans support us through the years...and I couldn’t be happier to see the incredible interest in our amazing Test Kitchen team”, says Ginsburg.

As a follow up to its successful October 9<sup>th</sup> launch on QVC, The Mr. Food Test Kitchen: Quick & Easy Comfort Cookbook is now also available at select retailers and autographed copies can be purchased on MrFood.com. Additional Mr. Food Test Kitchen titles are in the works for release in 2012. Please contact us directly for interview requests, review copies, sample recipes, or photography.

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### **About The Mr. Food Brand**

**The Mr. Food Brand is based on the philosophy and personality of founder, Art Ginsburg. It is comprised of its highly regarded Test Kitchen, production facility and editorial/marketing team making it one of the nations leading providers of quick and easy recipes and engaging multi-media content. For over 30 years it has stood the test of time earning the trust of America by consistently delivering tasty solutions to everyday kitchen-related problems.**