



**FOR IMMEDIATE RELEASE**

**THE MR. FOOD TEST KITCHEN RELEASES DECADENT  
QUICK & EASY DESSERT-ONLY COOKBOOK BY POPULAR DEMAND**

Fort Lauderdale (October 3, 2012) With the requests for dessert recipes overwhelming the popular Mr. Food website [mrfood.com](http://mrfood.com) and its coordinating [Facebook](#) page; the decision was naturally made to develop the second in a series of new cookbooks under the nationally recognized **Mr. Food Test Kitchen** brand entitled ***Sinful Sweets & Tasty Treats***.

The cookbook which is based on the founding philosophy of Art Ginsburg a.k.a. Mr. Food, boasts more than 150 original triple-tested dessert recipes and tempting color photos; utilizing both newly developed recipes, some of the most popular-requested TV viewer recipes as well as some personal family favorites from the Test Kitchen team. Included are: Cakes and cupcakes, brownies and bars, pies, cheesecakes, cookies, frozen & refrigerated treats, cobblers and many other tasty surprises. This latest release comes on the heels of the wildly popular ***Mr. Food Test Kitchen Quick & Easy Comfort Cookbook***, which continues to be in high demand again this year.

Test Kitchen Director, Howard Rosenthal who frequently shares the television screen with Mr. Food with behind-the-scene secrets from the Test Kitchen explains, "Although so many people claim that they are watching their waistlines, we still find that desserts are our most-requested recipes on [mrfood.com](http://mrfood.com). So whether folks are taking comfort during the economic challenges we've been facing by indulging in more sweets, taking smaller portions to satisfy cravings without overdoing it, or simply enjoying desserts for special occasions, we know that everyone still loves dessert. We really don't think that will ever change."

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What's the secret to the quickest and easiest, to-die-for *Caramel Peanut Pumpkin Pie*? How can a busy family get the taste of a from-scratch *Hot Fudge Brownies* on the table in record time? Those are just some of the many secret recipes shared in this must-have **Mr. Food Test Kitchen: Sinful Sweets & Tasty Treats** dessert cookbook launching exclusively on QVC on October 21<sup>st</sup> followed by a retail launch on November 9<sup>th</sup>, coinciding with autographed copies available on [mrfood.com](http://mrfood.com).

Test Kitchen Team Member Kelly Rusin, who shares her special *Kelly's Ricotta Cookies* in the book, says "Even though this book is perfect 365 days a year, about now with so many people needing good desserts for the holidays, we thought the timing couldn't be better." Plus," interjects Patty Rosenthal, Test Kitchen Supervisor..."If you have any foodies on your gift list? This is such a great present, and so affordable! I would even bake a little something from the book, and put it all in a little gift basket!"

Additional Mr. Food Test Kitchen titles are in the works for release in 2013. Please contact us directly for interview requests, review copies, sample recipes, or photography.

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**About the Mr. Food® Brand**

Mr. Food is an established brand that keeps reinventing itself as it continues to grow. Today, the Mr. Food TV segment is nationally syndicated through CBS Worldwide Distribution on 125+ TV stations, with a daily audience of close to 3 million viewers. Its publishing division (with millions of books sold) continues to successfully create cookbooks to help the home cook get in and out of the kitchen with ease. The success of the brand is based on triple-tested recipes developed in the Mr. Food Test Kitchen while strictly adhering to their "Quick & Easy" philosophy. MrFood.com is one of the nation's fastest growing recipe websites with millions of page views weekly and over 1.4 million monthly unique visitors. On top of that the "Quick & Easy Everyday Cooking" E-newsletter engages hundreds of thousands of subscribers on a daily basis.