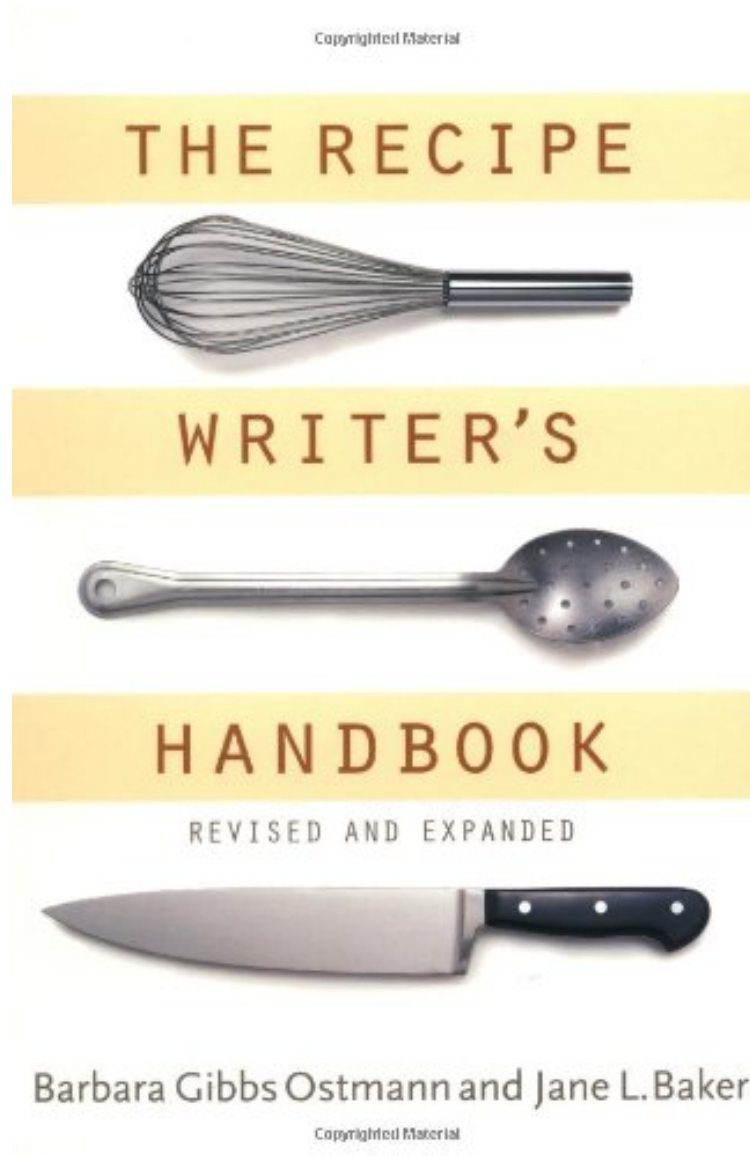


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The Recipe Writer's Handbook, Revised and Updated

Barbara Gibbs Ostmann, Jane L. Baker

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Praise for The Recipe Writer's Handbook Revised and Expanded "Barbara Ostmann and Jane Baker are experienced food editors who know their stuff. To achieve success, a recipe must be written with impeccable accuracy and unambiguous clarity. The Recipe Writer's Handbook achieves both objectives in full measure." -Irena Chalmers, author and professional food writing lecturer at The Culinary Institute of America "The First Edition of The Recipe Writer's Handbook was a terrific resource, and this revised edition is downright indispensable. It is full of answers to questions about recipe style and substance. Ostmann and Baker have cooked up a delicious addition to any serious food writer's desk." -Mitchell Davis, Director of Publications, The James Beard Foundation "Writing recipes is a tricky business, and anyone who wants to do so successfully should have this book. The tables, glossaries, and charts alone are worth the price, not to mention the authors' generous helpings of good, sound advice." -John Willoughby, coauthor, *Thrill of the Grill* and *How to Cook Meat* "The Recipe Writer's Handbook is indispensable in the range and depth of information it offers both the novice and seasoned culinary writer. It contains everything you need to know—all beautifully organized and presented in a handy, easy-to-use format. Ostmann and Baker are masters of their trade!" -Paula Lambert, President of the International Association of Culinary Professionals, founder of the Mozzarella Company, and author of *The Cheese Lover's Cookbook and Guide* First Edition Nominated for Best Food Book, 1999 World Media Food Awards

.com This guidebook is one of few aimed at its select audience (professional food writers), but you don't have to be a pro to appreciate it. It's also a great resource for all of those self-publishing cookbook authors out there. Authors Barbara Gibbs Ostmann and Jane L. Baker, both experienced newspaper foodies, culled information from a fistful of sources (Williams Sonoma and Food Wine among them) to create their guide. The results should be a relief both to food writers and to the cooks who rely on their recipes. The Recipe Writer's Handbook addresses recipe-writing style, spellings of common (and not so common) ingredients, definitions of cooking terminology, and nutritional analysis. It stresses, above all else, accuracy, consistency, and clarity; it admonishes the recipe developer to assume nothing about what the readers know (apparently, one editor was asked by a reader how far to drop drop cookies; another got a call from a woman who wanted to know whether her new oven was preheated). Most interesting is the final section, in which food professionals wax philosophical on what makes a good recipe good. From the Inside Flap The Recipe Writers Handbook Every recipe you write has the power to make or break a meal and a cook's reputation! That's why it is up to you to combine accuracy, consistency, and your personal style in recipes that are easy to understand and use. Measurements must add up, vocabulary must be clear, and the whole process must be broken down into simple steps with straightforward instructions and error-free presentation. A tall order? Not with The Recipe Writers Handbook by your side. Whether you're working in the kitchen or at the computer, this comprehensive handbook provides definitive guidance on how to write concise and complete recipes without sacrificing your creativity or your personal touch. The Handbook teaches you how to "think" your way through a recipe to make important decisions and troubleshoot potential problems concerning format and syntax, spelling, cooking terminology, weights and measurements, recipe testing, presentation of the final recipe, and many other areas. In the foreword, Antonia Allegra, president of the International Association of Culinary Professionals, ponders the soul of a well-written recipe. Other leading food authorities, such as Madeleine Kamman, director of the School for American Chefs at Beringer Vineyards; Carolyn O'Neil, of CNN's "On The Menu"; and Chuck Williams, the founder of Williams-Sonoma cook-ware stores, offer valuable insights into what makes a good recipe. Filled with detailed information, plus extensive resource listings of food promotion organizations, books, and much more, this one-stop reference is an indispensable tool-of-the-trade for anyone who develops, tests, edits, or writes recipes. From the Back Cover Praise for The Recipe Writers Handbook Revised and Expanded "Barbara Ostmann and Jane Baker are experienced food editors who know their stuff. To achieve success, a recipe must be written with impeccable accuracy and unambiguous clarity. The Recipe Writers Handbook achieves both objectives in full measure." Irena Chalmers, author and professional food writing lecturer at The Culinary Institute of America "The First Edition of The Recipe Writers Handbook was a terrific resource, and this revised edition is downright indispensable. It is full of answers to questions about recipe style and substance. Ostmann and Baker have cooked up a delicious addition to any serious food writer's desk." Mitchell Davis, Director of Publications, The James Beard Foundation "Writing recipes is a tricky business, and anyone who wants to do so successfully should have this book. The tables, glossaries, and charts alone are worth the price, not to mention the

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