

WARM UP

- 1 List the reasons you think food bloggers might make good cookbook authors.

FROM FOOD BLOGS TO FOOD BOOKS

Nowadays publishing houses and agents are regularly scanning the food blogosphere for new talent and the continuing success of food bloggers' cookbooks proves them just right.

A blogger manages to maintain a significant and loyal readership over years if: there is already a target group for a book; the recipes work; bloggers who deliver bad recipes can't keep up their readership; successful bloggers often unite various talents in one person (e.g. trend-spotting, story-telling, recipe-writing, food-styling and photography).

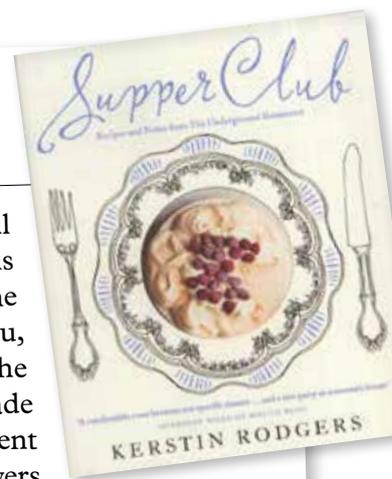


Supper Club: Recipes and Notes From the Underground Restaurant

Kirstin Rodgers aka MsMarmiteLove is a figurehead of the supper club movement in London. The first thing that stuck me about her book was the high quality production values of the paper and cover. There's a kind of homemade, French, shabby chic feel to the book which actually reminded me of her beautiful house in Kilburn where she runs her supper club. The colours and illustrations really work with the style of the writing

and the content of the book is excellent. The first 75 pages are devoted to the history of the pop up restaurant and tips for hosts. The next 200 pages are recipes taken from Kirstin's supper clubbing experience and a few recipes from other pop-up restaurants; all varied and interesting, with plenty of vegetarian options and even cocktails. There are imaginatively themed menus towards the end of the book, like the Black Menu,

where all the food is black or the Flower Menu, which all the food is made from different types of flowers (like marigold bread and stuffed courgette flowers) or the Elvis Menu, made from all his favourite fried food. The last few pages is a list of supper clubs ordered by city.



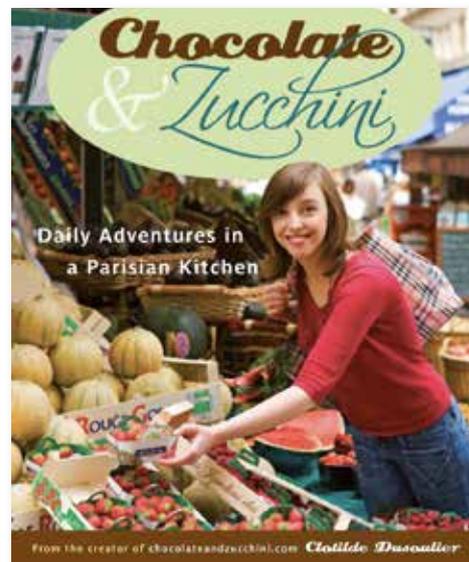
Chocolate & Zucchini: Daily Adventures in a Parisian Kitchen

Clotilde Dusoulier is a 27-year-old Parisian who adores sharing her love of all things food-related: recipes, inspirations, restaurant experiences and above all the pleasure of cooking with the fresh ingredients found in her local Montmartre shops. But her infatuation with food was born not in her mother's Parisian kitchen, but in San Francisco, where she moved after college and discovered a new world of tastes. When she returned to her beloved France, her culinary exploits inspired her popular and critically acclaimed

blog, *Chocolate & Zucchini*.

In her first book, Dusoulier provides a glimpse into the life of a young Parisienne as she savours all that the city has to offer and shares her cooking philosophy in the form of more than 75 recipes calling for healthy ingredients (such as zucchini) and more indulgent tastes (such as chocolate). *The Los Angeles Times* calls her recipes 'simple, charming, and fun'. *Chocolate & Zucchini* is the book for anyone who has journeyed to Paris and can still recall the delicious flavours and aromas, or for those of

us who only dream about them.

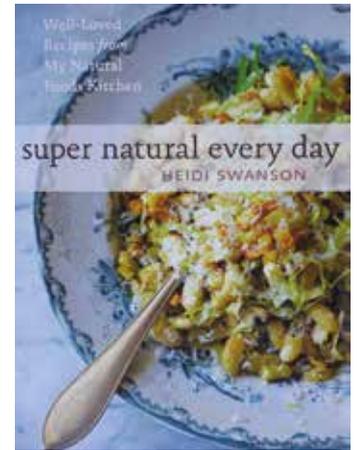


Super Natural Every Day: Well-Loved Recipes from My Natural Foods Kitchen

Heidi Swanson's approach to cooking whole, natural foods has earned her a global readership. From her northern California kitchen, she introduced us to a less-processed world of cooking and eating through her award-winning blog, *101 Cookbooks*, and in her cookbook, *Super Natural Cooking*, she taught us how to expand our pantries and integrate nutrient-rich superfoods into our diets. Her book helps us make nutritionally packed meals part of our daily repertoire by sharing a sumptuous collection of nearly 100 of her recipes. The dishes are accessible, good for the body and just plain delicious. This stylish cookbook is equal parts inspiration and instruction; showing us how to create a welcoming table filled with nourishing food

for friends and family. The seductively flavourful vegetarian recipes for breakfast, lunch, dinner, snacks, treats and drinks are quick to the table but tasty enough to linger over. Illustrated with over 100 photos that showcase the engaging rhythms of Swanson's culinary life and travels, *Super Natural Every Day* reveals the beauty of uncomplicated food prepared well and reflects a realistic yet

gourmet approach to a healthy and sophisticated natural foods lifestyle.



READING COMPREHENSION

2 Read the three food bloggers' cookbook reviews and answer these questions.

- 1 MsMarmiteLover is...
 - A a blogging name.
 - B the name of a cookbook author.
 - C the title of a book.
- 2 *Supper Club: Recipes and Notes from the Underground Restaurant...*
 - A has a homemade cover.
 - B is made with French paper.
 - C has echoes of the author's home.
- 3 The book contains...
 - A list of supper clubs.
 - B pop-up history and tips.
 - C recipes and themed menus.
 - D all of these things.
- 4 The author of *Chocolate & Zucchini* learnt to cook...
 - A at home.
 - B in Paris.
 - C in San Francisco.
- 5 Her cookery combines...
 - A experimentation and tradition.
 - B health and indulgence.
 - C simplicity and style.
- 6 *Chocolate & Zucchini* will remind you of...
 - A childhood.
 - B holidays.
 - C Paris.
- 7 Heidi Swanson's food is predominantly...
 - A American.
 - B international.
 - C natural.
- 8 Her main aim is to introduce us to...
 - A superfoods.
 - B fast food.
 - C diet food.
- 9 In her book she tries to...
 - A make us practical and economical.
 - B teach and inspire us.
 - C turn us into sophisticated chefs.

WRITING

3 Write a review for a food blog or cookbook. In your review you should write about:

- the author;
- the style and presentation;
- the content;
- what you particularly like/dislike about it;
- any other relevant information.