

Muffin Tins — they're not just for muffins anymore!

- The first cookbook to exclusively feature muffin tin recipes!
- Muffin Tin cooking fans include Martha Stewart, The Today Show, Rachel Ray and websites such as Cooking.com, Epicurious.com, Tasteofhome.com, Pillsbury.com and Food.com.
- Along with writing *The Parchment Paper Cookbook* and *The Organized Kitchen*, the author served as a judge for the Bert Greene Awards for food writing for the International Association of Culinary Professionals.



THE MUFFIN TIN COOKBOOK

200 Fast, Delicious Mini-Pies, Pasta Cups, Gourmet Pockets, Veggie Cakes, and More!

Brette Sember with Melinda Boyd, MPH, MHR, RD

There's nothing readers can't make in a muffin tin — from quick-serve appetizers and sides to gourmet entrees and desserts! All readers need is a muffin tin, paper liners, and this ingenious, one-of-a-kind cookbook, and they can whip up such delicious dishes as:

- Shrimp Cakes with Cilantro Lime Dipping Sauce
- Egg Crescent Pockets
- Deep Dish Pizza Cups
- Cornmeal Crusted Mustard Chicken with Sweet Potato Coins
- Duchess Potatoes
- Zucchini, Corn, and Tomato Cups
- Mini Ice-Cream Cakes

The best part (besides the tasty goodness!): It's fast, easy, mess-free, and provides built-in portion control. Kids love to help make them—like cupcakes, only better for readers!—and leftovers are as easy as popping the muffin-meal into the microwave.

It just doesn't get any better than *The Muffin Tin Cookbook* . . . who knew?

Marketing:

- National PR outreach to cooking, parenting, and health/fitness media
- Promotion on The Hungry Editor blog
- Targeted social media outreach
- eBook promotion tied to Mother's Day

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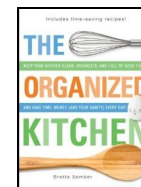
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Brette Sember (Buffalo, NY), the author of *The Organized Kitchen* and *The Parchment Paper Cookbook*, is a member of the International Association of Culinary Professionals and the American Society of Journalists and Authors. She was also the recipient of a Mothers at Home Media Award. Her website is www.brettesember.com.

Melinda Boyd, MPH, MHR, RD (Baltimore, MD) is a dietitian with more than seven years of experience working in the clinical and food service settings. Her interests are in weight management and chronic disease prevention, incorporating home cooked foods to help people achieve healthy lifestyles.