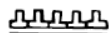


# 1,000 MEXICAN *Recipes*



FOR IMMEDIATE RELEASE

CONTACT: FERN BERMAN COMMUNICATIONS

Robin Insley: 212/741-2226

Review copies: 212/884-5000 Ext. 5164 or

E-mail: [crgmedia@hungryminds.com](mailto:crgmedia@hungryminds.com)

## **Celebrate Mexican Cuisine with 1,000 Mexican Recipes**

*Author Marge Poore Features Today's Mexican Cooking  
In This Extensive, Versatile Recipe Collection For Home Cooks*

New York, N.Y. (September 2001) — Mexican cooking long ago outgrew the stereotype of a cuisine made up of stale tacos, watered down margaritas and nachos dripping with cheese. And now, with the publication of **1,000 MEXICAN RECIPES**, Americans will discover a vast and varied cuisine thanks to this comprehensive volume from Hungry Minds Inc. that celebrates the best of traditional and new Mexican cooking.

**1,000 MEXICAN RECIPES** may well be called the bible of Mexican cooking, featuring a tremendous variety of recipes from around the country — beginning with tempting appetizers and snacks; moving on to explore soups, poultry, fish, meats, eggs and breakfast dishes; and finishing with delectable desserts and drinks for every occasion.

Written by well-known food and travel expert Marge Poore, this all-inclusive book is filled with traditional preparations and regional variations from this diverse country, whose culinary inspirations come from its surrounding seas and tropical coastal lowlands, vast farmlands and forested mountain regions. Poore pays homage to the importance of salsas and table sauces in the country's cuisine, including 46 variations of these ubiquitous condiments, such as *Pumpkin Seed Sauce*, *Pan-Roasted Red Salsa* and *Jicama-Mango Salsa*. Tamales, the cornerstone of Mexican cuisine, are represented with 10 interpretations including tamales with chicken, tamales with shrimp, tamales wrapped with swiss chard, and even a *Tamale Pie*. Tasty masa snacks, made with a dough derived from Mexico's indigenous corn, satisfy any time of the day, and there are 17 ways to sample the possibilities — from *Masa Cups with Mushrooms and Chiles* to *White Bean and Pumpkin Seed Masa Appetizer*.



Hungry Minds, Inc.

Poore has crisscrossed Mexico, visiting every region from Sonora to Yucatán, Jalisco to Veracruz, Oaxaca to Tabasco; and the historical center of Mexico surrounding Mexico City, Puebla, Guanajuato, Morelia and Zacatecas. Throughout Poore's travels, people have shared with her their food traditions and recipes that have been handed down through the generations. One of her favorite regions is the Central Highlands, the center of the Mexican colonial era, whose cuisine features the famed *Mole Poblano* and *Chiles en Nogada* — a colorful blend of ground meat, onions, tomatoes, jalapeños, olives, raisins and seasonal fruits tucked into dark green poblano chiles and topped with a creamy walnut sauce — delicious and reflective of the national colors of Mexico. Yucatán, on the other hand, had a strong connection to Mayan culture that shows in the region's cuisine to this day such as in the popularity of *Pollo Pibil*, a dish originally cooked over coals in the ground, but now possible with home ovens. Chicken is marinated in a spicy seasoning paste, topped with chiles, enfolded within banana leaves, then baked until tender and juicy.

Although her primary focus is on classic Mexican dishes, Poore has also experienced Mexico's emerging trend in *nueva cocina*-style cooking. In Mexico today, chefs are moving away from strictly conventional dishes, combining old and new Mexican traditions for such mouthwatering, modern creations as *Hearts of Palm, Avocado and Orange Salad; Shrimp and Hominy Soup; Eggplant Stuffed with Shredded Chicken; and Turkey Cutlets with Almond Crust* served with a fresh tomato and avocado salsa. “The best of these dishes are the ones that keep within traditions and respect the food, but incorporate a new ingredient or update the cooking technique,” Poore explains. These dishes also appeal to today's health-conscious home cooks who are looking for recipes that burst with flavor but are lighter, requiring less fat.

Keeping in mind the challenges for American home cooks, Poore shares with readers how they, too, can have their own authentic Mexican kitchen. She suggests where to find ingredients for the Mexican pantry, what kitchen tools are useful, and how to make substitutions, assuring readers that their results can be delicious even if traditional methods or ingredients are not used. There are also suggested menus for a variety of occasions — a “Festive Celebration Brunch”, “Christmas Dinner”, an “Easy Family Supper” or a “Gourmet Mexican Dinner”.

The book closes with a list of mail-order sources for hard-to-find ingredients and a glossary to help readers distinguish *chalupas* from *chimichangas* at a glance.

Ultimately, it is Poore's goal to have home cooks enjoy Mexican foods and flavors easily and often, whether it is by trying a Mexican twist to their favorite breakfast; adding a “Mexican night” to weekday cooking; or by preparing an authentic feast. The possibilities are all there in ***1,000 MEXICAN RECIPES***.

***1,000 MEXICAN RECIPES*** is the latest cookbook in Hungry Minds' award-winning “1,000 Recipes” series. Previous publications include *1,000 Jewish Recipes*, *1,000 Vegetarian Recipes* and *1,000 Low-Fat Recipes*.

###  
***1,000 Mexican Recipes***  
**by Marge Poore**  
**Hungry Minds, Inc.**  
**ISBN 0-7645-6487-0**  
**\$35.00**

**About Marge Poore:** Marge Poore can pinpoint the start of her 30-year obsession with Mexican food and culture to her first trip to Mexico when she and her husband visited traditional markets in Mexico City, Cuernavaca and Taxco. Poore was immediately entranced by the produce, crafts and folk art of the country. This discovery trip led to many more and helped ignite a career that includes writing five popular cookbooks and teaching countless students the joys and secrets of authentic Mexican cooking. Additionally, she is partner and instructor at Tahoe International Summer Cooking Classes, a popular culinary program in Lake Tahoe, California, and leads frequent culinary tours to Mexico.

Poore is author of *365 Easy Mexican Recipes*, *The Complete Chicken Breast Cookbook* and *The Best Stove-Top Grill Pan Cookbook Ever*. She has also written numerous articles for newspapers, *Food & Wine* magazine, and Mexicana Airlines in-flight magazine; and is a member of the International Association of Culinary Professionals, The American Institute of Wine and Food, and the Sonoma County Culinary Guild.

**About Hungry Minds:** Hungry Minds, Inc. (Nasdaq: HMIN) is a global knowledge company with a diverse portfolio of technology, business, consumer and how-to brands, computer-based learning tools, Web-based products and Internet e-services. Hungry Minds' best-selling brands include For Dummies, Betty Crocker, Bible, CliffsNotes, Frommer's, Unofficial Guide, Visual, Weight Watchers and Webster's New World. Hungry Minds is also the publisher of AOL Press, Hewlett-Packard Press, Netscape Press, Novell Press and Red Hat Press. Hungry Minds has thousands of active titles in 39 languages. Hungry Minds also owns the Web sites [www.cliffsnotes.com](http://www.cliffsnotes.com), [www.dummies.com](http://www.dummies.com) and [www.frommers.com](http://www.frommers.com). More information about Hungry Minds is available from the company's SEC filings or by visiting their corporate Web site at [www.hungryminds.com](http://www.hungryminds.com). Hungry Minds has signed a definitive agreement for the sale of the company to John Wiley & Sons. The agreement is expected to be completed by mid-September.

© 2001 Hungry Minds, Inc. All rights reserved. Hungry Minds is a trademark of Hungry Minds. All other trademarks are property of their respective owners.

< end >