

# Gluten-free Made Easy Media Kit

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## Book Description

Take charge of your new lifestyle and cook with confidence! We know that changing your eating can be a little frustrating, but you can make the transition easy. We are here to help you navigate through uncharted waters!

**Our Vision** is to help the average American eater start thinking gluten-free in just a few weeks. Our goal is to help you make the transition easily and permanently without giving up the foods you love. Here's how:

- We've included over 150 Easy recipes!
- We show you how to eat gluten-free by eating foods you love
- We share helpful tools that will have you eating gluten-free fast
- Give you a list our favorite products and gluten-friendly websites
- Answer common questions about how to eat gluten-free

Soon, you too can say "I'm gluten-free, and I live it!"

Author/Artist: Christi Silbaugh and Michele Vilseck

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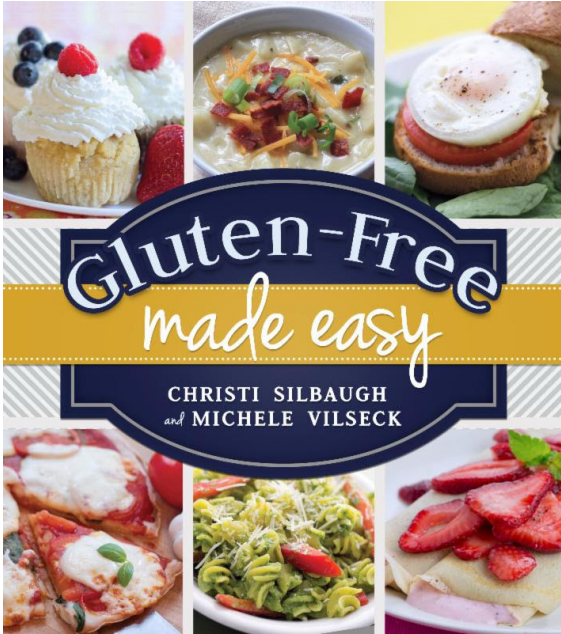
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## Reviews and Testimonials

*"I just wanted to thank you again for sharing so much of the gluten free living information with me. I feel so much better. It's absolutely amazing. My hair has even stopped thinning and I'm not sick all the time anymore! Thank you so much!!" - Carly*

## Press Release

FOR IMMEDIATE RELEASE



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### **Making Gluten-Free Cooking Easy**

San Diego, CA - Christi Silbaugh and Michele Vilseck are pleased to announce the release of their new cookbook, "Gluten-Free Made Easy." This title will be available in stores May 13, 2014.

"Gluten-Free Made Easy" is available for pre-sale at [Barnes and Noble](#), [Books and Things](#), [Cedar Fort](#), [Amazon](#) and many other great [bookstores](#).

#### **About "Gluten-Free Made Easy"**

Gluten-Free Made Easy is the perfect guide to your new lifestyle! Learn dozens of tips and tricks for avoiding gluten and over 150 tasty, simple recipes like Creamy Chicken Taquitos, Margherita Pizza, and even Fudge Chocolate Chip Cookies. Going against the grain has never been easier!

**About Christi Silbaugh:**

Christi Silbaugh is a self-educated chef and author of three cooking blogs including: [Mom, What's For Dinner](#), [Gourmet Cooking For Two](#) and [Zero Calorie Life](#). She writes for foodie media giants Glam Media and Federated Media and works for Fast Forward Events, covering food and wine events in San Diego. Since 2009, she has created and posted over 1,000 gluten-free recipes. She lives with her family in California.



**About Michele Vilseck:**



Michele Vilseck is a mother, entrepreneur and health enthusiast. She enjoys creating in all of its forms, including writing, cooking, artwork, and teaching. She has been gluten-free for 10 years. She lives in New Haven, Connecticut.

## Sample Chapters

Coming Soon

### Questions and Answers

*Christi's story:*

#### **Why and when did you begin cooking gluten-free?**

Tragedy struck when my daughter was 16. She was so ill, her hair was falling out; she had horrible rashes and skin problems. She missed a lot of school from stomach pain that we could not figure out.

Finally the answer came. She had Celiac disease. I was floored. It turns out that I was slowly killing her and didn't know it. My blog changed. It was now dedicated to my daughter and learning how to cook the food she loved, but gluten-free. That is how it all began.

#### **You have a gluten-free blog called “Mom, What’s for Dinner?” Why and when did you begin the blog?**

In 2005 I started watching iron chef and fell in love with Morimoto and Bobby Flay's cooking skills; oh what I would do to spend one day in the kitchen with either one of them! I wanted to get better. I started going to a lot of high end gourmet restaurants and I would order a lot, take notes, and then go home and re-create it. My family was in heaven. My specialty was hand rolled pastas and ravioli. I began blogging, just because it was faster to type my recipes than it was to write them. I wanted to document the recipes for my kids to have to take with them once they grew up and out of the home. It wasn't originally gluten-free. See the above question for what prompted the blog to change.

*Michele's story:*

#### **Tell us why and when you began a Gluten-free diet?**

When I was 16 years old I started having a lot of stomach cramps and digestive problems. After a few weeks my mom came home and told me about a co-worker who had Celiac disease. We decided to try the gluten-free diet, and I've never turned back.

#### **Were you diagnosed with Celiac Disease? What is that?**

Celiac Disease is an autoimmune disorder where your body responds to gluten as threat, much like food poisoning. Symptoms range from abdominal cramps, diarrhea, and vomiting to more subtle complications like iron-deficiency, depression or anxiety, and migraines.

My test for Celiac Disease came back negative. I had already been on the gluten-free diet for 6 months, and it is difficult to detect the disease unless you currently have gluten in your diet.

## **How did you cope with the changes in diet?**

It was a challenge at first. My mother was very supportive. She used to get up every morning before I went to school to pack my lunch. We were always buying new things and experimenting together. At the time there weren't many gluten-free products or cookbooks, but we fumbled our way through until we found something that worked.

Since my symptoms were so severe, it was easy for me to give up gluten, but I do remember having strong cravings for the taste and texture of bread. I used to put bread into a plastic bag and bite down just to feel how it tasted. After the first few weeks it got much easier.

## *About the Cookbook:*

### **Christi and Michele, you live on opposite ends of the country. How did you meet and decide to write a cookbook together?**

We both had the desire to write a gluten-free book. Michele was interested in writing a tip-book about how to go gluten-free, but knew that she needed great recipes to make it successful. Christi wanted to write a book for her gluten-free blog, but wasn't ready to step into the paperwork aspect of writing the book. It started with an email request. We just clicked and started to work on the book together. We've been a really great team.

### **What differentiates your book from others?**

Eating gluten-free isn't hard, but it requires learning how to think like a gluten-free eater. Gluten-Free Made Easy is not only a cookbook, but offers tips and resources that will help people think and live gluten-free. We've included answers to commonly asked questions, shopping lists, product suggestions for navigating through the new foods, tips on how to cook gluten-free foods, and over 150 delicious, easy recipes.

### **What are some challenges facing those with celiac disease? How can they overcome them?**

The two main challenges are 1) changing the way you think about food and 2) sticking with your new diet despite cravings. Gluten-Free Made Easy top 4 tips solve this dilemma:

1. Focus on gluten free foods that you already love. This may include vegetables, fruit, meat, potatoes and rice. Explore ethnic cuisines like Mexican, Indian, Thai, and other Asian foods that are also gluten-free.
2. Eliminate the foods that you can't eat. If possible, clear your cupboards of all temptation.

3. Get some basic supplies: I recommend a good all-purpose flour mix, bread mix, and something that will be a treat for you (like a cake or cookie mix). Go at your own pace and explore from there.
4. Buy a gluten-free cookbook that has easy recipes. This sounds like a pitch for my book (and it is), but I really encourage people to buy a few books or find a few blogs that they love. Prepare a menu from these resources when you're starting out. Your food will taste great, you'll be learning how to cook gluten-free and you won't have to worry about modifying recipes.

### **Is the gluten-free diet healthier? Does it make people lose weight?**

The gluten-free diet is definitely healthier for those with gluten sensitivity. It helps them avoid long-term health problems such as iron and other mineral deficiencies, lactose intolerance, and infertility. For everyone else, it *can be healthier* because it requires the avoidance of high-calorie manufactured products like cookies, brownies, and pizza. The gluten-free diet increases your awareness of the foods that you are eating. If you are interested in making a change for the better, then do it. Why not make the most of a dietary change?

### **Is gluten-free expensive? What are some of your suggestions for staying within a budget?**

Gluten-free is what you make it, and can definitely fit into any budget that you may have. You may choose to buy gluten-free products for every-day use, but that gets expensive. Many Gluten-Free Made Easy recipes can be made without expensive products. For example, *Black Bean Chicken Taquitos* uses corn tortillas and *Chicken Stuffed Red Peppers* uses rice and tomatoes along with meat and other vegetables.

One of my favorite Gluten-Free Made Easy tips is called "Purchase or Prepare": Which items are worth purchasing and which are worth making from scratch? We suggest purchasing an all-purpose flour mix, sandwich bread and crackers, because they are time-consuming to make at home and taste much better from the store. Prepare quick-breads such as muffins, pancakes and cookies. These are easy to make and much less expensive compared to buying them at the store. For example, you could buy 4 muffins or make 12 or more muffins out of a muffin mix for the same price.

We also suggest making good use of your freezer. When you are preparing muffins, rolls, cookies, or even taquitos, make a large batch and freeze half for later.

### **You've mentioned that many of your recipes require no special gluten-free ingredients. Can you give us some examples?**

We chose the recipes with a budget in mind. About 50% of our recipes are made without special gluten-free products. One of my favorite main dish recipes is *Mini Taco Salads* which is

made by toasting corn tortillas on the underside of a cupcake tin in order to form cups. The cups are then filled with your favorite taco toppings like ground beef, refried beans, lettuce and tomatoes. It's delicious, fun and easy. Some desserts that are flour-free include *Purely Peanut Butter Cookies* and *Fudge Chocolate Chip Cookies*. These are both easy, don't require special ingredients, and are a great gluten-free party options for friends or co-workers.

### **Gluten-free eaters are always looking for quality recipes to replace the foods that they love like sweet treats and breads. What are some of your favorite recipes?**

One of the biggest gluten-free longings is for sandwich bread. Gluten-Free Made Easy suggests using *pancakes* as a quick alternative. We have a great pancake recipe that holds together well as sandwich bread. No one will really know that you're using a pancake.

Pizza is another food that gluten-free eaters really miss. Our *Italian Pizza and Breadsticks* recipe is one of the easiest yeast-based recipes I've ever made. It is fluffy and moist and makes a large batch for leftovers.

Others include:

*Raspberry Breakfast Bars* – An oat bar filled with jam that's absolutely delicious as a snack or breakfast.

*Warm Flour Tortillas*—These soft and elastic flour tortillas are perfect for wraps and burritos. They aren't dry and don't fall apart.

### **What would you tell someone who is just starting the gluten-free diet?**

First, I'd tell them "You can do it. It's not as hard as you think. You already have what it takes to be gluten-free." This new eating lifestyle is what you make it, and I promise it will be fun.

To start, make a list of all the foods that you love and a list of types of foods you like to eat (Mexican, Indian, Chinese, etc.). Review the lists. Eliminate foods that aren't gluten-free, or try to think of a gluten-free substitute. Brainstorm what you can make from these new lists.

For example, if you like Mexican food, beans, rice and vegetables, you can use corn tortillas to make tacos, enchiladas, Mexican lasagna, etc. If you like Chinese food use gluten-free soy sauce to make beef with broccoli or other favorites. Find some great blogs and cookbooks and start experimenting. It won't take long to figure out how to live gluten-free!