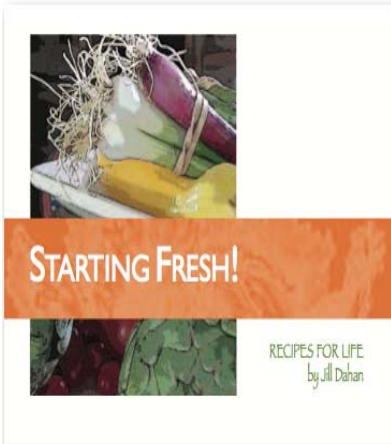


# Starting Fresh!

BY JILL DAHAN



On Sale –  
September 5, 2013

Cookbook, Flexibound  
Size 10.375x9  
Full color; 152 pages

Published by Lorimer Press  
Davidson, North Carolina

Partners Book Distributing, Inc.  
800.336.3137

MEDIA REPRESENTATIVE  
Karen Hughes  
704-201-5338



[www.jilldahan.com](http://www.jilldahan.com)

*For Immediate Release: Lorimar Press*

September 5, 2013  
Fresh off the Press...

## STARTING FRESH! RECIPES FOR LIFE

Lorimer Press is pleased to announce the publication of Starting Fresh! by Jill Dahan. This beautiful book is brimming with more than 150 easy, delicious and healthy recipes. For seasoned cooks, or even those who rarely turn on the oven, this book demonstrates how easy it is to make a fresh start and enjoy better health and well being. There are fresh new ideas for breakfast, lunch, dinner and everything in between. Jill Dahan combines natural ingredients with fun techniques for food everyone will love.

Jill Dahan is passionate about preparing, eating, and sharing foods that nourish the body and the soul. She sees food as the best investment in our overall health and firmly believes the time is now to make changes and get cooking!

After two of her sons experienced serious health issues, including a rare form of cancer, she found she could no longer rely on standby ingredients while cooking. In her quest to help her sons regain their health she began using products she never knew existed, or using them in unexpected ways. The result is a collection of delicious dishes that deliver exceptional nutritious benefits. As she began to develop these new recipes, she realized the transformative power of food and set out to share this new found knowledge so that others might enjoy the same life enhancing benefits. In Starting Fresh!, she has combined everything she's learned about foods, flavors, and nutrition to create mouthwatering dishes that nourish the body and delight the taste buds.

Currently, she teaches cooking at Earth Fare supermarkets and works on behalf of many non-profits to raise money, awareness, and life skills that support healthy minds and healthy bodies. A portion of the proceeds from sales of Starting Fresh! Go to Boston Children's Hospital.

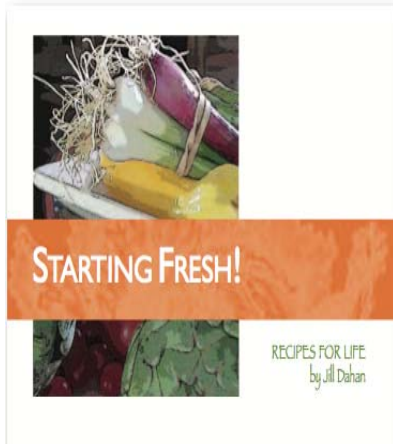
Lorimar Press, established in 2000, is a small press in North Carolina that specializes in producing high quality, beautiful books. For further information, contact the Press at [info@lorimerpress.com](mailto:info@lorimerpress.com).

Starting Fresh! Is now available at fine bookstores, Earth Fare supermarkets, Amazon or at [www.jilldahan.com](http://www.jilldahan.com).

For further information about Starting Fresh! or to set up an interview with Jill, please email her at [jill@jilldahan.com](mailto:jill@jilldahan.com), or contact Karen Hughes at [karen@jilldahan.com](mailto:karen@jilldahan.com).

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## Praise for Jill Dahan and Starting Fresh!

“Jill has hit pay dirt with *Starting Fresh!*, right at the intersection of “healthy” and “yummy”. Not only has Jill created dozens of delights for the taste buds, but her choices of foods, ingredients and combinations...provide healthy morsels in every bite. Jill’s cooking comes from a place of love, and it shows. I wholeheartedly endorse Starting Fresh! And wish you well on your journey to better health!”

-Mark Liponis, M.D., Medical Director/Canyon Ranch author of *UltraLongevity: The Seven-Step Program for a Younger, Healthier You.*

“Jill’s understanding of the truly transformative power of food and her passion for sharing her knowledge comes through loud and clear in *Starting Fresh!* Her cooking classes and recipes inspire those around her to step into small changes and embrace the deliciousness of whole foods eating.”

-Jill Hillhouse, nutritionist and author of *Easy Gourmet Baby Food*

“Like tender green shoots that spring forth after a dreary winter, Jill Dahan’s *Starting Fresh!* is a welcome and wonderful arrival. It’s a charming book full of tempting recipes that are delightfully simple to prepare. Jill traveled the world to discover the most flavorful ingredients she could find, and the result is this collection – colorful, clever, and healthful – that offers something for every taste. Get ready to be inspired, and to have fun in your kitchen: Starting Fresh!”

- Amy Rogers, author of *Hungry for Home: Stories of Food from Across the Carolinas*

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*“Starting Fresh!* is the perfect solution to get you and your family eating right. We cannot stand by and sacrifice our health by continuing to indulge in disease-causing foods. Jill’s philosophy and commitment to providing recipes that are superior in nutritional content, pave the way to a lifetime of healthy cooking habits.”

*-Dr. Sarah Hawes MD, Carolinas Medical Healthcare*

“It is scientifically proven that a low-nutrient diet establishes a favorable cellular environment for disease to flourish. Jill Dahan’s delicious and nutritionally potent recipe combinations steer clear of the toxic calories many of us typically get from refined carbohydrates and high fat, low-nutrient foods. This wonderful cookbook will make everyone’s resistance to change a whole lot easier to overcome.”

*-Dr. Filiz Bakir, Dr. of Oriental Medicine and founder of Thrive Wellness Centers (Boca Raton and Ft. Lauderdale, Florida)*

“The importance of a high-nutrient diet cannot be overemphasized. Jill understands that, and her unique and delicious recipes make *Starting Fresh!* a resource for all families who want to commit to a healthy lifestyle.”

*-Pam Hansen, RN, Holistic Lifestyle Coach, registered Yoga Instructor and Davidson College faculty member*

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## About Jill Dahan, Author of Starting Fresh

Jill Dahan is passionate about preparing, eating, and sharing foods that nourish the body and soul. She sees food as the best investment in our overall health and firmly believes the time is now to make changes and get cooking!

Her love affair with cooking began when she knew next to nothing about food. “Believe it or not,” she says, “there was a time when my friends didn’t think I could make anything that didn’t come out of a box!”

Exposure to different cultures and foods while living and working in London marked the start of her culinary adventure. She later traveled across Europe to the Middle East and then Australia and New Zealand, gaining culinary knowledge along the way. While traveling, Jill made a point of visiting farm stands and local markets. Her cooking evolved from “what I knew” to what was “new to me.” Eventually she landed in the quaint English village of Sunninghill where she raised three boys and began teaching cooking classes to the English country set. Initially, she relied on familiar family recipes; as she gathered confidence she created her own recipes, incorporating new ideas and ingredients. She even has to her credit baking original pastries that became favorites of Princes’ William and Harry.

Dahan does not claim to be a doctor or trained chef. She says, “I can’t make medical claims or dazzle you with my knife skills – but I am a wife and mother of three boys and I strive to nourish my family in the best way possible.”

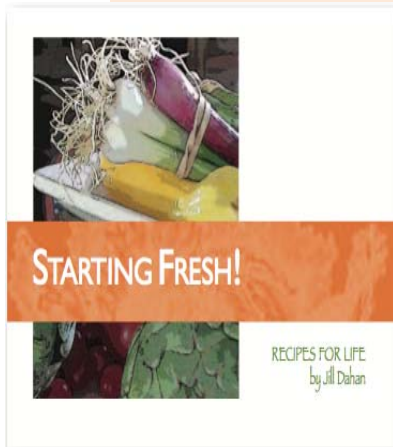
Like many, her family has struggled with acne, weight issues, high blood pressure, high cholesterol and cancer. When she began to educate herself about nutrition, she realized the transformative power of food and she set out to share this knowledge so that others may enjoy the same life enhancing benefits.

After spending 17 years in the UK, Dahan returned to the States. She now lives in North Carolina with her husband and three sons. She participated in the Harvard School of Public Health Conference, Healthy Kitchens/Healthy Lives and Earth Fare. Currently she works on behalf of many non-profits to raise awareness and teaches life skills which support healthy minds and healthy bodies.



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## A CONVERSATION WITH Jill Dahan

**Q:** What led you to write *Starting Fresh!*?

**A:** Believe it or not, there was a time when my friends didn't think I could make anything that didn't come out of a box! My love affair with cooking began when I knew next to nothing about food. Exposure to different cultures and foods while living and working in London marked the start of my culinary adventure. I later travelled across Europe, to the Middle East, and then Australia and New Zealand, gaining lifelong friends along the way. After my family and I moved to the States a few years ago, I baked everything from scratch so my kids wouldn't get used to the sweeter taste found in many American foods. Even though my boys begged, "Please, no more homemade stuff. Can't we just have store bought like everyone else?" I ignored them. And while my sons clamored for store bought treats, I noticed their friends gobbled up everything I made. Health challenges forced me to rethink my approach to cooking. It became important to nourish my family – not just feed them. In *Starting Fresh!*, I have combined everything I've learned about foods, flavors, and nutrition to create mouthwatering dishes that nourish the body and delight the taste buds.

**Q:** What exactly does healthy eating mean to you?

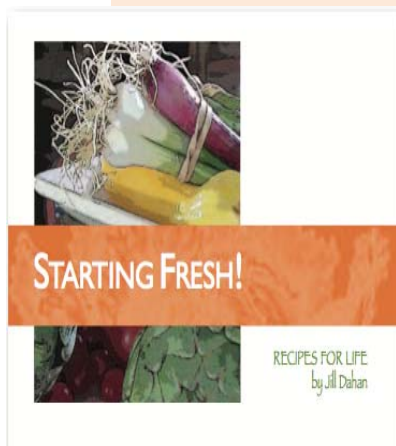
**A:** Life is about balance. I like to apply the 70/30 rule. If 70% of what we do is healthy, we can afford to splurge. I hope to dispel the myth that healthy food always tastes bland. Healthy food is not the health food you may remember from the "weird and wonderful" aisle in the grocery store where everything was brown. I limit the number of jars and boxes in my pantry and I use ingredients such as fresh herbs, fresh produce, Greek yogurt, grass fed beef, combining them in simple recipes that make it easy to incorporate healthier habits in our everyday lives.

**Q:** What is, from your perspective, the main obstacle that keeps people from eating better?

**A:** As with most things, it is fear of the unknown and an aversion to change that keeps us from doing things that are in our best interests. There is also the misconception that making these changes to healthier habits will be difficult, time consuming and that it will be hard to convince others to try new dishes. Actually, there is nothing simpler than making *Lemon Spaghetti* for dinner, just twenty minutes from cupboard to plate. And pull out your blender, toss in some almonds, eggs and coconut sugar and you can whip up some *Fairy Cakes*; after 13 minutes in the oven, you've got dessert.

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**Q.** What is the starting point to *Starting Fresh!*?

**A:** There is no magic or rocket science to healthy cooking and eating. All it takes is a bit of planning, a tad more time, and a good sense of adventure! As with most things, the first step is to get organized. *Starting Fresh!* includes a Kitchen Primer and a list of ingredients to keep on hand that will help you get started.

**Q.** Who did you write this book for?

**A:** Anyone who likes to eat! Seriously, there are recipes here for experienced cooks and beginners alike, from Roasted Veggies to Beef Bourguignon. This book is also for cooks who want to not only feed their families, but nourish them. *Starting Fresh!* is also ideal for those with specific dietary preferences. There are many vegetarian recipes such as *Tomato Feta Roulade*, *Mushroom Goat Cheese Parcels*, *Asparagus Tart* and the *Veggie Man Sandwich*. Vegan recipes include: *The Tastiest Veggie Burger*, made with lentils and mushrooms and walnuts, and *Apple Pie Bars*. There are gluten free options that use almond and oat flour rather than wheat flour, as well as recipes like *Warm Chocolate Almond Tart* for those who are lactose intolerant.

**Q.** What's the most surprising combination, or unexpected use, of ingredients in this book?

**A:** Because of the distinct lack of nutritional value in processed sugar, I prefer to use coconut sugar, dates, figs or mangoes. Not only is the nutritional value of the dish increased, the dish then has layers of flavor and is ultimately more satisfying to the palate. People may be surprised to add avocados to chocolate mousse, but they make for the creamiest, not to mention healthiest, mousse ever. Likewise, slipping shredded beets into a chocolate cake makes it moister, richer and again, healthier. Best of all, no one needs to know about these healthy additives.

**Q.** What are your favorite recipes?

**A:** Breakfast on the Fly is one of my go to recipes. It's incredibly simple and you can even make it in a dorm room, enjoying a healthy breakfast on the run. In the fall, I love making the pumpkin dip. It looks gorgeous and tastes absolutely delicious. My favorite winter holiday salad is the *Spinach, Avocado, Feta & Pomegranate Salad*. The pomegranates seeds add color and crunch. A super simple dinner is *Herby Chicken with New Potatoes & Artichokes*. This is a one pan dish, roast everything along with some lemon slices (that get nice and caramelized while they roast) and is great for a dinner party. Cheesecake is my all time favorite dessert and with the *Cranberry Raspberry Cheesecake* I don't have to feel guilty while enjoying it.

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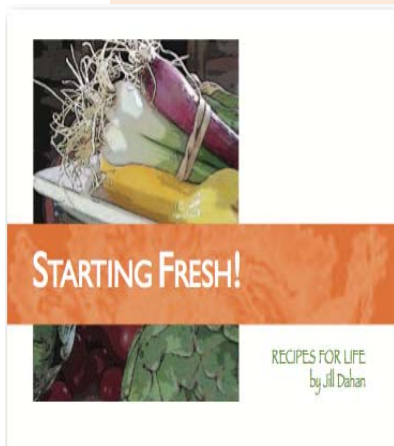
**From *Starting Fresh!* by Jill Dahan**

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## JILL'S PATH TO Starting Fresh

The title *Starting Fresh!* is not only about starting with fresh ingredients, it also reflects how Dahan reinvented her approach to cooking. Dahan has taught cooking for fifteen years. Initially she taught “Cooking with Confidence” in the village of Sunninghill just outside London. There she expanded cooks’ repertoires, teaching them to cook dishes beyond the traditional English roast dinners. In 2003, she returned to the states with three growing boys. Faced with the overly sweet, packaged food common in the U.S., she continued to bake everything from scratch, ignoring her sons’ pleas for store bought food. Soon, she was asked to teach classes that helped other mothers get re-acquainted with their kitchens and feed their families more wholesome food.

In 2009, family health concerns forced Dahan to completely rethink her approach to cooking. Though she had always nurtured people through her cooking, she began looking for ways for food to work harder. To encourage her father to eat healthier after his heart surgery, she created a recipe for true fish haters: *Poached Halibut in Ginger & Orange*. When two of her sons experienced serious health issues, including a rare form of cancer, her research and development efforts accelerated. She found she could no longer rely on standby ingredients while cooking. In her quest to help her sons regain their health she began using products she never knew existed, or using them in unexpected ways. Cutting back on dairy and eliminating processed sugars, she devised a cookie recipe, *Sunflower Power Balls*, that was not only healthy, but still satisfied the most demanding sweet tooth. Experimenting with healthy ingredients such as almonds, kale and beets, she began replacing traditional flour with ground almonds, and combining kale with basil in pesto. She elevated an already delicious dessert into something that had additional nutritional benefits with her *Chocolate Cake 2 Beet*. Dahan does not claim to be a doctor or a trained chef. She says, “I can’t make medical claims or dazzle you with my knife skills — but I am a wife and a mother of three boys and I strive to nourish my family in the best way possible.” As she educated herself about nutrition, she realized the transformative power of food and set out to share this newfound knowledge so that others might enjoy the same life enhancing benefits. In *Starting Fresh!*, she has combined everything she’s learned about foods, flavors, and nutrition to create mouthwatering dishes that nourish the body and delight the taste buds.



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