

# Harold Import Company, Inc.

747 Vassar Avenue • Lakewood, NJ 08701

800.526.2163 • 732.364.3253 fax

## Helen Chen Inks Book Deal With Wiley

MARCH 27, 2008

HIC - Harold Import Company announces publisher John Wiley & Sons' agreement with Helen Chen for two cookbooks focusing on healthful, quick-and-easy Asian recipes for the home chef. These two books, *Helen's Asian Kitchen: Easy Chinese Stir-Fries* and *Helen's Asian Kitchen: Easy Asian Noodles*, are due for release in the spring and fall of 2009.

Helen's life-long work combines a devotion to authentic Chinese cuisine with a knack for ingenuity. Her goal is to make Asian cooking more accessible and convenient to all. She also believes, wherever possible, in making it healthier by lowering fat content and using heart-healthy cooking oils and ingredients while still keeping the taste authentic and pure. She travels regularly to the Far East to develop new recipes and products for her eponymous kitchenware line and to visit family in China.



*"I learned to cook the old fashioned way—from my mother. And, like my mother, I emphasize the delights and comfort of home-style dishes in my own cooking. Cooking the way the Chinese cook at home—quick, easy, healthy and delicious. These new cookbooks will make perfect companion pieces to my "Helen's Asian Kitchen" line of cookware and cooking accessories.*

— Helen Chen

\* Not Affiliated with Joyce Chen Products