

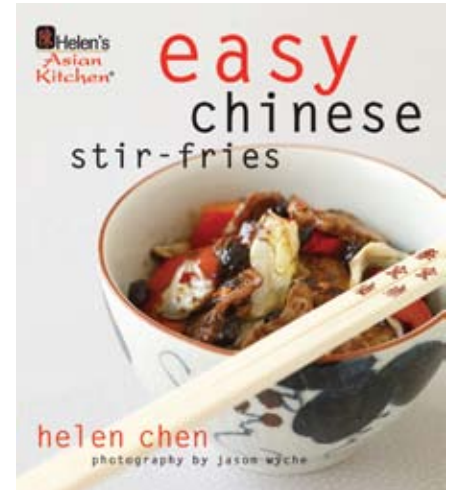


Brands That Cook

HIC and Wiley Publishing Stir It Up with Helen Chen

FEBRUARY 4, 2009

HIC and Wiley Publishing announce the release of Helen Chen's new cookbook, *Easy Chinese Stir Fries*, the first in the planned series of Helen's Asian Kitchen cookbooks. Inside, you'll find many familiar dishes like Kung Pao Chicken, Moo Shi Pork, and Sweet and Sour Shrimp, to name just a few, and find out just how easy it is to prepare them at home. You'll also discover lots of less familiar dishes that are equally delicious, such as Chicken with Cashew Nuts, Black Pepper Beef with Green Beans, and Shanghainese Shrimp with Peas. In addition, you'll find nearly twenty healthy tofu and vegetable dishes, ranging from Grandmother's Spicy Bean Curd to Garlicky Green Beans



As the leading Asian culinary expert, cookbook author, cooking instructor, and developer of Helen's Asian Kitchen® cookware and cooking accessories, Helen's focus is making Asian cooking quick and easy, healthful, and more accessible to the home cook. Her recipes incorporate the authentic and pure taste of Chinese cooking while making for a healthier dish using heart-healthy oils and ingredients. Her inspiration for new recipes and products comes from her frequent visits to the Far East.

"I learned to cook the old fashioned way—from my mother—with a style that emphasizes the delights and comfort of home-style dishes. I love to teach the methods of the Chinese cook at home—quick, easy, healthy and delicious. I created my Helen's Asian Kitchen line of cookware and cooking accessories to help make the process even more carefree."

—Helen Chen

To help you get started, Helen provides a thorough overview of Chinese cooking techniques, equipment, and ingredients. You'll discover why cornstarch is important, how much oil to use in a wok, and what kinds of soy sauce you should choose. With Helen's clear instructions and straightforward recipes, you'll soon be cooking and enjoying a wide variety of delectable stir-fries.

Throughout the book, more than thirty gorgeous color photographs show just how deliciously appealing these stir-fries can be. Complete with Helen's fascinating notes on each dish, this handsome cookbook is just what you need to explore the simple pleasures of home-style Chinese cooking. Come meet Helen Chen at HIC booth #S1450 at the Chicago Housewares Show.

SRP \$17.95

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