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[CPK image]

**Dear Home Cook,**

When we published the first edition of *The America’s Test Kitchen Family Cookbook* in 2005, our objective was simple: give home cooks a collection of recipes they can easily master and that will make them confident in the kitchen. This landmark book has now sold more than 800,000 copies and taught countless cooks the best (and foolproof) way to make all their favorite dishes. We’ve tested and perfected thousands of new recipes since then, and we’ve learned more about how to write and present recipes. American families have also evolved—a go-to dish for potlucks could be potato salad, but it might just as well be Cuban black beans and rice. It was time for a major update.

***The*** ***America’s Test Kitchen New Family Cookbook*** runs almost 900 pages and includes more than 1,100 new recipes plus 200 classic recipes from the original book for dishes like **Crispy Chicken Breasts**, **Classic Beef Stew**, and **Ultimate Fudgy Brownies**. It features a wipe-clean hardcover and all-new resources like “Learn How” tutorials for core recipes and cooking methods, “All About” sidebars with comprehensive information about key ingredients and techniques, and new-to-this-edition features like “Why This Recipe Works” intros. And we offer a complete shopping guide for essential equipment and ingredient tastings.

In short, this all-in-one cookbook will make you a good cook. If you have a food-stained, Post-it-flagged copy of the 2005 volume, you’ll no doubt want all the new recipes and kitchen smarts contained in this 10th anniversary edition. Order your copy of ***The America’s Test Kitchen New Family Cookbook*** directly from us today and pay just $24, a sizable discount off the cover price of $40. Order more than one copy (it makes a thoughtful and practical gift) and you’ll save even more—you’ll get 50% off the cover price of the additional copies.

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Fail-Proof Recipes and Cooking Innovations from America’s Most Trusted Test Kitchen

***The America’s Test Kitchen New Family Cookbook*** offers 21 chapters packed with test kitchen expertise and fail-proof recipes for everything from appetizers to desserts. And you can trust that every recipe will work the first time and every time because they’ve been tested dozens of times. Once we’re confident we have the best version, we make the recipes on electric stovetops and with the worst cookware and incorrect ingredients to find out what can go wrong in your home kitchen. When you cook from our recipes, you’ll know what you can and cannot do, which items you can substitute, and exactly which steps are most important.

Through our testing method, we have developed unusual, sometimes remarkable, and always foolproof ways of making America’s favorite recipes. We use vodka in our **Foolproof Pie Dough** to make tender pie crust that is also easy to roll out. **Easier French Fries** start in *room-temperature*, not hot, oil and they are *less greasy* than regular fries. For perfect **Chocolate Chip Cookies**, *melt* the butter and *let the batter rest*, so the sugar dissolves for a chewier cookie with irresistible nutty-toffee flavor.

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Here are just a few of the recipes from the book and the discoveries we made in the test kitchen as we developed them:

SFS of Slow-Roasted Beef

**Slow-roasting your way to a pricier cut of beef.** Roasting inexpensive beef like eye-round roast usually yields tough meat. We discovered a surprising method that transformed this bargain cut into tender, juicy **Slow-Roasted Beef**. At lower cooking temperatures, meat’s enzymes act as natural tenderizers, breaking down tough connective tissue. To extend the maximum amount of tenderizing time, we roast the meat in a 225-degree oven and then turn it off toward the end of cooking. The residual heat enables the meat’s internal temperature to rise gradually without overcooking the meat’s exterior. Pricier cuts of beef, from top sirloin to holiday prime rib, also benefit from slow roasting.

[Making Slow-Roasted Beef] Steps 1-4 from page 201

SFS of Mashed Potatoes

**For the best mashed potatoes, reverse course.** Many people would never consider consulting a recipe when making mashed potatoes; instead, they just add chunks of butter and spurts of cream until their conscience tells them to stop. Mashed potatoes made this way tend to be watery and devoid of potato flavor—consistent only in their mediocrity. We came up with a new technique for **Classic Mashed Potatoes** that guarantees perfectly smooth and creamy spuds with earthy flavor and buttery richness every time. We boil potatoes whole in their skins to keep them from soaking up water; then we peel and mash them with melted butter to coat the starch molecules, finishing up with warmed half-and-half for silky, creamy spuds. Variations incorporate the bold flavor of scallions and horseradish or mellow toasted garlic.

[Notes from the Test Kitchen: Baking Potatoes]

These dry, floury potatoes contain more total starch than other categories, giving them a dry, mealy texture. They are the best choice for baking and frying and, in our opinion, the best potatoes for mashing because they can drink up butter and cream.

SFS of Deep-Dish Apple Pie

**Flaky crust, juicy apples, no gap.** Most recipes for **Deep-Dish Apple Pie** disappoint; the apples are unevenly cooked and shed moisture and shrink during baking, leaving a gap between the top crust and now-soupy filling and turning the bottom crust soggy. We wanted our piece of deep-dish pie to be a towering wedge of tender, juicy apples, fully framed by a buttery, flaky crust. Precooking apples slowly over gentle heat gets rid of excess moisture and actually strengthens the internal structure of the apples. Their pectin is converted into a heat-stable form that makes them better able to hold their shape when cooked further in the oven. Nestled between crusts made from our easy-to-master Foolproof Pie Dough, this pie impresses every time.

[Learn How: Deep-Dish Apple Pie] use images from page 706 and captions below for each image

1. Use two types of apples.
2. Cook the apples.
3. Let the apples cool.
4. Drain the cooled apples, reserving their juice.
5. Pack the apples into a dough-lined pie plate and cover with the top crust.
6. Crimp the edges of the top and bottom crusts.
7. Cut vent holes.
8. Bake at two temperatures.

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New Features of the 10th Anniversary Edition

Spread; let me know if you want me to suggest possible pages

Why This Recipe Works  
A popular hallmark of all our new cookbooks, these notes introduce each recipe and present the key findings made by the test cooks as they developed the recipe.

Learn How Pages  
Illustrated tutorials of more than 60 classic recipes or core techniques, such as making chicken stock, carving a turkey, or making Classic Beef Chili are explained in six or eight steps with color photos.

All About Pages  
Comprehensive information on a single subject, such as cheese, cuts of pork, Asian ingredients, and the different types of grains.

Notes from the Test Kitchen  
Practical information on a wide variety of kitchen tasks such as storing meat safely, using garam masala, buying tofu, and making better pancakes.

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Additional features include:

(spread of TOC pages, I suggest the poultry chapter since chicken is the most searched for term on our sites)

(callout) Two-Page Chapter Table of Contents for each section helps you browse and locate recipes you want to make.

(callout) Fast recipes (45 minutes or less) are highlighted throughout the book, and every recipe gives the total time it takes to make it, so you can really plan out your time in the kitchen.

Spread of recipe pages:

(callout to recipe name) Comprehensive A to Z cooking with more than 1,300 recipes contained within 21 chapters

(callout) Step-by-Step photos make every recipe approachable to cooks at all skill levels.

(callout) Bonus Recipes are quick and easy to prepare.

(call out) Equipment and Ingredient Buying Guide helps you shop and cook with confidence.

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***The America’s Test Kitchen New Family Cookbook*** is an indispensable resource for every home cook. With more than 1,300 must-have recipes (1,100 new for this edition), plus test kitchen expertise, discoveries, and innovative techniques you won’t find anywhere else, it’s a book that you need on your kitchen shelf (though I predict that it will spend more time open on your counter than sitting on a shelf). Take this opportunity to get your copy from America’s Test Kitchen for just $24, a substantial savings off the $40 cover price. Buy additional copies and you’ll get 50% off the cover price of those additional copies. Get yours today.

Happy cooking,

Sig

Christopher Kimball

Offer expires October 3, 2014. All prior sales excluded. No substitutions.  
  
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