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## A NOTE FROM THE PUBLISHER

Dear Reader,

I am writing to tell you about **THE FOOD ALLERGY MAMA'S BAKING BOOK: Great Dairy, Egg, and Nut Free Treats for the Whole Family**, by Kelly Rudnicki (October 23, 2009, Agate Surrey, 978-1-57284-102-4, \$19.95). This groundbreaking book introduces the world to Kelly Rudnicki's delectable allergen-free baking recipes, tailored for parents whose children suffer from nut, dairy, and egg allergies (the most common allergies affecting children).

An unprecedented number of children are being diagnosed as suffering from food allergies each year. Sadly, both at home (and even more importantly) at school, these allergies require children to avoid most baked treats. Often, the only alternatives are costly, bland-tasting, or both. *The Food Allergy Mama's Baking Book* makes it easy to prepare high-quality treats at home that are both allergy-safe and delicious.

Kim and Scott Holstein, founders of Kim & Scott's Gourmet Pretzels, have said about the book, "**Thanks to *The Food Allergy Mama's Baking Book*, you can create delicious meals and treats that you never thought your child could enjoy.**"

One of the key insights Kelly Rudnicki demonstrates is that it can be both simple and inexpensive to bake allergen-free. Her book will show parents that their allergy-suffering children can eat the same great baked goods as other their children. It's also full of beautiful color photographs of the treats that show just how indistinguishable they are from their original versions.

**Kelly Rudnicki** is one of the most articulate and appealing voices in the allergen-free cooking arena. She was inspired to create the delicious recipes in this book as a result of her oldest son's severe food allergies. She's developed and refined these recipes for years as her family (now four kids strong) has grown—everything from cookies to artisan breads to desserts to pancakes to after-school treats.

I hope you will consider this book for a review or news feature. The timing is perfect, as food allergy diagnoses are increasing rapidly and show no sign of letting up. This is a book that will be of real interest and value to your audience. Kelly Rudnicki (herself a former journalist) is an excellent interview: attractive, well spoken, and passionate about the subject. Please contact me at 847.475.4457 or at [seibold@agatepublishing.com](mailto:seibold@agatepublishing.com) to set up an interview with Kelly Rudnicki or ask questions about her book.

Yours,

Doug Seibold

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## **The Food Allergy Mama's Baking Book**

**Great Dairy, Egg, and Nut Free Treats for the Whole Family**

**By Kelly Rudnicki**

**Hook: A mom, blogger, and allergen-safe food advocate shares her delicious recipes and tips for baking great allergen-free treats for the whole family. The book contains recipes for every occasion, each so delicious and simple to make that you'll never guess they are allergen-free.**

With more children diagnosed with food allergies every year, parents are eager to find recipes that are both allergen-free and flavorful. Kelly Rudnicki was once one of those parents, and she's created her own delicious baked recipes to help fill this gap. *The Food Allergy Mama's Baking Book* contains recipes that are completely nut, egg, and dairy-free and that can stand up to their original versions. Children with food allergies no longer have to be excluded while their friends eat scrumptious baked goods. *The Food Allergy Mama's Baking Book* features scores of both sweet and savory baking recipes, including:

- Farmer's Market Cherry Cake
- Zucchini Bread
- Chocolate-Chip Pancakes
- French Puff Muffins
- Cranberry-Orange Scones
- Italian Focaccia Bread

**“Is it possible to have too many options when feeding our families their very limited diets? I don't think so. I salivate as I read [Kelly Rudnicki's] cookbook full of goodies such as Apple House Cinnamon Doughnuts, Chocolate Chip Bars, and Lemon Granita. I especially appreciate that Kelly has included specific brands of ingredients and very detailed lists of substitutes.”**

**Denise Bunning, founder, Mothers of Children Having Allergies (MOCHA)**

**Kelly Rudnicki** is a former journalist and PR professional who now spreads awareness of allergen-free cooking and living. She is the mother of four children, the oldest of whom suffers from severe food allergies and originally inspired her to start allergen-free baking. She produces the blog “[foodallergymama.com](http://foodallergymama.com).”

*The Food Allergy Mama's Baking Book*

October 23, 2009, 978-1-57284-102-4, 7.25 x 9.25, 112 pp (4-color), Cooking & Wine, \$19.95

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## **Q&A with Kelly Rudnicki, the “Food Allergy Mama”**

**You got started as an allergen-free baker largely because your oldest son, John, developed food allergies. How did you go about transforming normal recipes into allergen-free recipes?**

My son John was officially diagnosed with life-threatening food allergies near his first birthday. With his dairy, egg, and nut allergies, I knew I couldn't buy a fun, whimsical cake at my favorite bakery to celebrate his birthday. I searched high and low for allergen-free cake recipes, but the ones I tried lacked flavor and were dry. As a self-proclaimed sweets freak, I was disappointed that my son wouldn't be able to enjoy all the great treats that come with childhood. At that point I decided to take my favorite recipes and convert them to be allergen-safe and delicious.

**What is the most difficult part of reworking recipes to be allergen-free?**

Baking is a science, and when you take out a crucial ingredient like eggs it can drastically change the taste and texture of the finished product. Even tweaking the measurement of one ingredient affects the overall recipe. Through lots of trial and error I found that some of the best substitutes are the cheapest and most natural, like water.

**Did your children have a say in the recipes you created for this book?**

Every recipe in the book is loved by not only my children but by the children in my neighborhood. They were my focus group and gave complete honesty in taste-testing my recipes. If they devoured one of my cakes, muffins and cookies without skipping a beat, I knew I had a winner.

**Will people who do not have food allergies also enjoy the recipes?**

I love desserts and it was very important to me that every single recipe was utterly delicious. They had to taste as good, if not better, than the real deal. Time and again I hear from friends, family, and my blog followers that no one suspects they are dairy, egg and nut free.

**What is your most requested recipe at home?**

All four of my children have their favorites, but hands-down the most requested is my chocolate chip cookie recipe. I make these cookies at least once a week, if not more often.

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**Obviously, allergen-safe issues are a big challenge for families of school-age children. How have you and your family tried to meet that challenge?**

When my son started preschool it was very difficult to advocate on his behalf because there still wasn't a lot reported about food allergies. Oftentimes teachers and other parents were misinformed about the potentially life-threatening risk food allergic children face. They wanted to have the freedom to still bring in cupcakes and cookies to class parties. Bringing in unsafe treats to school not only excludes kids with food allergies but it also puts their lives at risk. In my son's case I have always met with his teacher at the beginning of the school year to educate him or her about the dangers of food allergies. Together we develop a plan specific to his classroom that includes sending out a letter to the other parents about food allergies and providing snack guidelines. We've had a few hiccups over the years but continue to make progress on awareness.

Now that more children are getting diagnosed with food allergies every year, more school districts are adopting district-wide policies to ensure the safety of their students. This includes eliminating food from class celebrations, keeping up to date food allergy action plans in the nurse's office, and designating peanut-free areas in schools.

**Your blog, [foodallergymama.com](http://foodallergymama.com), also addresses issues affecting families of children with allergies. What are some of the issues you're trying to promote?**

The biggest issue parents of food-allergic children face is awareness in the school setting. We have to get better about developing policies to ensure our children's safety at school, camp, and even sports games. No child should feel left out because of their food allergies, and certainly their health shouldn't be compromised.

In addition to awareness at schools, we need to have updated policies at restaurants and airlines. There's still so much gray area when it comes to policies and procedures, like an airline stating they don't serve peanuts on a flight but then still allow other passengers to open their own bags of peanuts. The government also has to allocate a lot more money to food allergy research in order to find more treatments and ultimately a cure. It's ridiculous how little money is given to food-allergy research projects in comparison to other medical issues.

Finally, my blog offers parents the opportunity to trade information and share stories. We all have felt isolated in our children's diagnoses, and it is enormously helpful to know we are not alone in our efforts to keep our children safe.