



FOR IMMEDIATE RELEASE:
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2014 Texas Book Festival to Include Central Market Cooking Tent

Central Market is proud to serve as presenting sponsor of the Cooking Tent at the 2014 Texas Book Festival. Taking place on Saturday, October 25, and Sunday, October 26 on the grounds of the Texas State Capitol, this year's festival offers a rich and entertaining array of culinary talent in the Cooking Tent.

As part of one of the premier literary events in the country, the Central Market Cooking Tent will bring together some of the most recognizable names in the culinary world for enlightening discussions. Each day will include an abundance of cooking demonstrations and discussions.

Central Market Cooking Tent schedule of events:

SATURDAY, OCTOBER 25

- 10 a.m. Adan Medrano, *Truly Texas*
Medrano grew up in San Antonio, Texas and northern Mexico where he developed his expertise with indigenous Texas Mexican food. His cookbook outlines how different generations and cultures have passed down their techniques of cooking.
- 11:30 a.m. Adrian Miller, *Soul Food*
Miller is a lawyer turned foodie. In his cookbook, he writes about the influences, ingredients and innovations that make up the soul food tradition. And he's earned critical acclaim, including the 2014 James Beard Foundation Book Award for Reference and Scholarship.
- 1 p.m. Michael Ruhlman, *Roast*
Ruhlman started his career 20 years ago writing about the lives of chefs before deciding to become a chef himself. Previous to writing *Roast*, Ruhlman wrote a number of other popular

cookbooks including *Ratio*, *The Elements of Cooking*, *Charcuterie* and *Egg*.

- 2:30 p.m. Kate Payne, *The Hip Girl's Guide to the Kitchen*
Payne is a freelance writer and consultant for design, décor, cooking and crafting publications and websites. She currently lives in Austin and teaches classes on food preservation and cooking related techniques and topics across the country.
- 4 p.m. Dean Fearing, *The Texas Food Bible*
Fearing, owner of award winning Fearing's Restaurant in Dallas, was recently recognized as a "Pioneer of American Cooking." His cookbook stays true to the Lone Star State and features both traditional and contemporary dishes from Texas.

SUNDAY, OCTOBER 26

- 11 a.m. David Sterling, *Yucatán*
David Sterling is founder and chef at Los Dos, the only cooking school in Mexico devoted exclusively to Yucatecan cuisine. *Yucatán* is a 10 year-long labor of love that takes readers on a gastronomic tour of this important Mexican region.
- 12:30 p.m. Margarita Carillo Arronte, *Mexico: The Cookbook*
TV host of *El Gourmet in Mexico*, restaurateur, chef, and a global ambassador of Mexican cuisine who has dedicated the past 30 years to researching, studying, teaching, and cooking traditional Mexican food.
- 2 p.m. Jack Gilmore, *Jack Allen's Kitchen*
Celebrating the Tastes of Texas with over 150 recipes that highlight Texan cuisine with fresh ingredients and profiles of the local farmers who supply them.
- 3:30 p.m. Terry Thompson-Anderson, Sandy Wilson, *Texas on The Table*
All the flavors of the Lone Star State come together in 150 classic and new recipes. Accompanying the recipes are the stories of the people that inspire them, illustrated with Wilson's photographs.

About the Texas Book Festival:

The Texas Book Festival is a nonprofit organization that celebrates authors and their contributions to the culture of literacy, ideas and imagination. Founded in 1995 by Laura Bush and a group of interested volunteers, the annual Festival is held on the grounds of the Texas Capitol. It features readings and discussions from more than 280 renowned Texas and national authors, entertaining and informing more than 40,000 adults and children, free of cost. The TBF supports Texas public libraries and literacy through its Library Grants and Reading Rock Stars program. The TBF also hosts year-round events across the state. Become a member of the TBF and receive invitations to exclusive author events, priority seating, the latest literary news and more. To join the online conversation, use #txbookfest. For more information, visit www.texasbookfestival.org.

About Central Market:

Central Market's serpentine-flow, full-view European-style layout created a completely new food shopping experience—never before offered with such entertainment and excitement. A bountiful produce department with unmatched quality and variety, a vast seafood case with selections flown in daily from throughout the world, hundreds of cheeses, 2,500 wine labels, 400+ beers and stupendous grocery aisles loaded with basics and specialty delights from every continent are among the exclusive features that make the Central Market experience unique. Central Market is a division of the H-E-B grocery company and has nine locations in Texas: Austin, San Antonio, Houston, Dallas, Southlake, Plano and Fort Worth. For more information, visit www.centralmarket.com.

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