



**TEXAS**  
**BOOK**  
**FESTIVAL**

For more information, please contact:  
Brenda Thompson, 512-461-5644  
[brenda@brendathompson.com](mailto:brenda@brendathompson.com)

October 17, 2014

**Food takes center stage at Texas Book Festival;  
2014 dubbed the ‘the year of the chef’**

AUSTIN—Foodies, rejoice! Famous cooking experts and culinary leaders from across the nation and Texas will present their latest cookbooks, engage in discussions, and perform a variety of cooking demonstrations next weekend at the Texas Book Festival, all free of charge and open to the public.

Dubbed “the year of the chef”, the 2014 Book Festival will feature 12 cookbooks as well as various mobile eateries for hungry Festival-goers.

Famous cookbook authors will prepare dishes from around the world in the Cooking Tent, sponsored by Central Market. Some of these include Kate Payne’s mayonnaise, Dean Fearing’s Barbecue Shrimp Taco with Pickled Red Onion and Mango Salad, and David Sterling’s Sikil p’aak, a Yucatecan dish.

Several cookbook author highlights include Lidia Bastianich (*Lidia’s Commonsense Italian Cooking*), Michael Ruhlman (*Egg: A Culinary Exploration of the World’s Most Versatile Ingredient*), Lisa Fain (*The Homesick Texan*), and Adán Medrano (*Truly Texas Mexican: A Native Culinary Heritage in Recipes*), to name a few.

“Food plays an integral role in the celebration of culture, ideas, and literacy. The type of food we eat, how we prepare the ingredients, and ultimately how we consume and share it, is very telling of the actual essence of who we are and where we are from. This connection between food, culture, and identity is one of the themes highlighted by several of this year’s cookbook authors,” says Steph Opitz, literary director of the Texas Book Festival.

“Like the Festival itself, this year’s food offerings are sure to have something for everyone’s taste. Even the most seasoned cooks—no pun intended—will be able to

discover something new. Beginners and novice foodies will have the opportunity to learn essential kitchen skills and recipes, and perhaps even discover their inner chef,” says Opitz.

The Festival will feature a variety of food vendors for hungry Festival-goers this weekend. Food offerings at the Festival include beer-battered cod fish, fried pickles, sweet potato fries, and more from Fry Baby; Philly cheese steak sandwiches and assorted gyros from Heros Gyros; gourmet pizza slices from Roppolo’s Pizzeria; classic barbecue sandwiches from Slab BBQ; various tacos from Rosarito Food Truck; sweet and savory crepes from Crepe Crazy; mini pumpkin pies, mochanana bread, coffee, and more from Lavazza Espresso; Amy’s Ice Creams; Snowie Shaved Ice; and Zhi Tea.

For complete information on the authors, sessions, and food vendors at the Texas Book Festival, visit [www.texasbookfestival.org](http://www.texasbookfestival.org).

The 2014 Texas Book Festival mobile app is now available for download on [iPhone](#) and [Android](#). The new app will give you maps, up to date schedule information, and allow you to bookmark the sessions you don’t want to miss.

Major sponsors of the Texas Book Festival include presenting sponsor H-E-B plus Brigid Cockrum and Family, Texas Monthly, the Tocker Foundation, AT&T, Buena Vista Foundation, Pentagram, the Austin American-Statesman, Central Market, Kirkus Reviews, C-SPAN and new this year, Lincoln Motor Company.

Join the online conversation during the Texas Book Festival using the official hashtag **#txbookfest** on Facebook, Twitter, and Instagram.

###

### ***About the Texas Book Festival***

The Texas Book Festival celebrates authors and their contributions to the culture of literacy, ideas, and imagination. Founded in 1995 by first lady Laura Bush, Mary Margaret Farabee, and a group of volunteers, the nonprofit Texas Book Festival promotes the joys of reading and writing through its annual Festival Weekend, the one-day Texas Teen Book Festival, the Reading Rock Stars program, grants to Texas libraries, youth fiction writing contest, and year-round literary programming. The Festival is held on the grounds of the Texas Capitol each fall and features more than 275 renowned authors, panels, book signings, live music, cooking demonstrations, and children’s activities. Thanks to generous donors, sponsors, and 1,000 volunteers, the Festival remains free and open to the public. Visit [www.texasbookfestival.org](http://www.texasbookfestival.org) for more information, and join the conversation using the hashtag **#txbookfest** on Facebook Twitter, and Instagram **@texasbookfest**.