

September 2009

Simple & Fresh Cooking School

Newsletter

My BOOK

Four months ago my new cookbook – *Simple & Fresh* was published by a national publishing company, Publish America in Maryland. The book has been distributed world wide through Amazon, Barnes & Noble, Borders as well as most book stores.

This was my first attempt at publishing and found it to be a daunting task getting all the details and putting them together. I was extremely fortunate to have someone help me with the process. Her name-Bobbie Clemente- and if it weren't for her, I don't know how I would have done it. Bobbie also designed the book cover and is credited on the back cover of the book.

The book itself contains my family's recipes that were brought to America by them in the late 1800's. The recipes are easy to prepare, concise and really delicious. Take a look on our web site and see if [Simple & Fresh](#) is a cookbook that you would like to add to your library.

RECIPE

This month we feature our recipe for "[Pepper Biscuits](#)" at our web site. You will find it to be a special item that can be made on a regular basis. It is an old fashioned recipe that Italians eat regularly as a snack with a glass of wine or with they're antipasto (a staple).

When we make them today, everyone loves them! It doesn't take long to prepare either.

My Aunt Bea surprised me recently by asking if I had boiled the pepper biscuits before baking them? I told her that I never knew about that step in the process. Little secrets.

BAKING VS BUYING

Have you ever wondered what the difference in cost is between purchasing your Artisan bread and making it yourself? Aside from the pleasure and wonderful aroma in your house there is an economic benefit too.

Nora makes our bread each week. We make and eat about two loaves each week. These are small loaves similar to what you would buy in the store (about one pound loaves).

I have laid out the approximate cost of making our bread. We also enjoy making our own pizza. The difference in cost of pizza is phenomenal.

The cost of ingredients for a loaf of bread is less than \$.50. The additional cost comes from energy and labor. In making bread, the actual "hands on" time actually working and preparing the dough is about 20 minutes. The rest of the time is the rising of the dough and baking time. If you are like us, you have to factor in the enjoyment time of making the bread.

Depending on where you live the energy costs is the other cost. Energy costs in our area is \$.117 per kilowatt hour. It takes 4.3 kh. to bake the bread. That's about \$.50 for energy.

A loaf of bread made at home will cost you approximately \$1.00. The same bread bought in the store will cost \$4.00. That is a savings of \$3.00 per loaf. In our case we save \$6.00 per week. We save over \$300.00 a year on bread.

Many people will continue to purchase the Artisan bread because of time. But I hope you will try to find the time to bake bread for you and your family. Once you start I know you will enjoy it. It will bring your family together in a special way. You will continue to make our own fresh bread. Try it, you'll like it!

SPECIAL NOTE: We make pizza dough and pizza. The difference in cost is almost inconceivable. Using fresh ingredients, cheese, mushrooms and pepperoni, your homemade pizza will cost less than \$3.00. You can make TWO pizzas from the dough made. You will also have leftovers from the cheese, pepperoni and mushrooms for other meals.

If in your area a 14 inch pizza costs \$12.00 you will have saved \$21.00. If you have pizza once or twice a month, your annual savings would be over \$500.00.

Your family can enjoy the time together and save almost \$1,000.00 in your budget with just these two small items.

NEW RELEASE

We will be releasing a new book "30 ANTIPASTI". This book will be available for purchase October 15th and can be

delivered prior to Thanksgiving. The contents will include 10 recipes each of seafood, vegetable and meat antipasti.

When I grew up there was no such thing as a cocktail party. Whenever we had our appetizers (antipasto) we sat at the table. (I always tell people that we never ate standing up).

This antipasti book is a bridge. These items can be made for a cocktail party or to be enjoyed at the table.

The book "30 ANTIPASTI" can be purchased for \$15.50 regularly.

INTRODUCTORY SPECIAL! \$13.25
(on orders received between October 15th to December 5th).
Shipping and Handling.....\$3.50
[Order on line today!](#)

SPECIAL TIP

If you heat your frying pan on the stove and THEN add the oil; anything you fry will not STICK. Simple? Remember heat a dry frying pan first then add oil.

QUESTIONS & ANSWERS

If you have a question about cooking, [e-mail](#) us and we will try to answer them. We may even include your question in our newsletter to share with everyone. We will research every question and respond on a timely basis. Nora has been cooking for 40 years and has encountered many, many situations and will be very helpful.

Enjoy eating and above all, bring your family together and cook and eat together.

Regards,
Ed Pankonin