

Good Food Good Health Good Cook

Press Release

In the wake of articles and reports everyday on promoting a healthy lifestyle, we have launched Good Food Good Health Good Cook as a small effort towards encouraging healthy eating. The aim of the book is to provide a selection of easy-to-prepare recipes for everyday cooking which are healthy and fulfilling.

The book is designed to show that new flavours and recipes are not just the reserve of the top chefs and can be achieved in the home. It allows the excitement to be put back into home cooking without the guilt of overindulgence. Children can be introduced to good hearty meals at home which are healthy and do not take up too much time to prepare. Healthy food, cooking and eating should be a family event everyday and not reserved for special occasions.

Good Food Good Health Good Cook is not just another recipe book. Every recipe has been nutritionally analysed, by our consultant dietitians, to give an indication of the health status of each dish. We have used the Food Standards Agency classification to make it visually easy to see the green, amber and red indicators. Although the breakdown of the nutritional information is provided, it does not require calculations to try and work out whether the dish is healthy or not. At a glance the reader can see that the majority of the recipes are green or amber. The few recipes which are red are special treats.

In view of the national drive to encourage healthy eating and exercise we would seek the support of organisations such as the Department of Health for this book. The current version is a pilot with a short print run which was produced on a low budget. Once the concept of the book has been acknowledged we would publish a more extensive version.

We would hope that the message of the book would be taken up by those in the health sector, both public and private, to support the initiative. This is a small effort towards a major national problem in trying to deal with the consequences of obesity which is already rising to unprecedented proportions. Some of the recipes particularly address the South Asian population the UK, who are vulnerable to heart disease and diabetes as a result of traditional dietary habits. Good Food Good Health Good Cook shows how traditional recipes can be enjoyed in a healthy way.

Good Food Good Health Good Cook (ISBN 97809551166938) is published by Mediscript and available directly from the publisher at www.mediscript.ltd.uk or

by telephone on 0208 369 5385

or from Amazon.co.uk

£15 per copy

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