



Eat Real Food or Else - A Cookbook for the 21st Century

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Hardcover with dust jacket, 304 pages, 8 x 11 inches

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COMPETITIVE ANALYSIS

Eat Real Food or Else is primarily a cookbook and competes well with the better selling sub-genres. Its three principle stand-out features are seldom found in the same book:

- *Eat Real Food or Else* is a “coffee table” quality book, hardcover, with dust jacket and 304 pages filled with mouth-watering photographs. It competes strongly in the “Beautiful Cookbook” sub-genre. Printed domestically, it exhibits quality throughout.
- *Eat Real Food or Else* contains 90 highly detailed recipes with visual step-by-step instructions, a feature seldom found in any cookbook. Many cookbooks have recipes with unclear steps of other errors. All recipes in *Eat Real Food or Else* are carefully vetted for accuracy in both ingredients and preparation.
- Often a successful diet or nutrition book will spawn a quickly cooked-up recipe book to cash in on the first book’s success. In *Eat Real Food or Else*, the recipes are seamlessly linked with the nutritional science. The healthy recipes illustrate the principles in the book, but the dishes are delicious on their own: you wouldn’t know they are good for you if we didn’t tell you!

Additionally, for those wishing to develop a healthy nutritional strategy, *Eat Real Food or Else* features over 50 pages of nutritional information reflecting decades of experience and research by a doctor whose specialty is disease prevention through diet and exercise. Very few cookbooks have much to say about nutritional principles, and when such advice is offered, it is usually based on conventional wisdom and obsolete science.

A comparable cookbook with serious nutritional advice is *The Whole 30*. (Although the diet we advocate is generally broader and differs on several issues.) One difference is that *The Whole 30* requires its companion book (*It Starts With Food*) to make full scientific sense, whereas *Eat Real Food or Else* is a complete stand-alone cookbook and dietary reference book.

Eat Real Food or Else also competes well with nutrition books. Such books are typically paperbacks with a lot of text and no illustrations. Most focus on one pet topic (grains, or fats, or cholesterol, or gluten, or weight loss). These topics may be important for people with specific vulnerabilities, but do not in general apply to the whole population. *Eat Real Food or Else*, on the other hand, presents an approach to nutrition that views the body as a whole. It is backed by years of experience and research. The scientific explanations are accurate, with detailed schematics and illustrations to make the message attractive and easier to understand.

www.eat-real-food-or-else.com

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