

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

By: Lien Nguyen, Mike Nichols MD and Chef Charles Vollmar

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

Golden Lotus Publishing, Palo Alto, California

ISBN-10: 0986252018

ISBN-13: 978-0986252013

MARKETING PLAN

Eat Real Food or Else shows well in a bookstore setting:

***Eat Real Food or Else* is a high-quality book.**

Eat Real Food or Else is a beautiful 304-page coffee table book, printed in the United States. It is warehoused and distributed by Pathway Book Service, a national book distributor. No effort has been spared to make it look great on anybody's table or bookshelf, from the silver-embossed black linen hardcover and striking dust jacket to the luxurious paper and vivid full-color illustrations.

The book is in stock at Ingram and Baker & Taylor. You can request a sample from the publisher.

***Eat Real Food or Else* is pertinent and topical.**

Eat Real Food or Else presents a comprehensive system for lifelong health, with tools to make informed food choices. It is both a cookbook and a nutrition manual: each recipe is accompanied by interesting and lively nutritional information. The book also contains a science section and an appendix with technical references for those who want to go further.

***Eat Real Food or Else* helps in driving traffic to local stores.**

Local bookstores that are interested in participating will appear on our book's webpage eat-real-food-or-else.com: Most website visitors have an identifiable URL, which locates them within a half mile. Using this information, we provide our visitors with links to all the bookstores that stock our book within a given radius of their physical location.

***Eat Real Food or Else* is a supported and promoted book.**

An active web presence - The book is backed up by an active blog and website at eat-real-food-or-else.com. This site gives the reader direct access to the co-authors. New information is posted regularly. The site has been revised to focus on book sales.

A substantial advertising budget - The book is advertised via Google AdWords, Facebook, Goodreads and other online sites. These ads and the site itself are designed to drive readers to our webpage, which can benefit local bookstores (see above).

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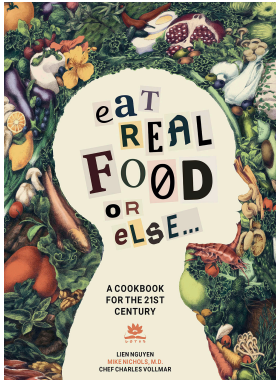
Guest blogging and reviews - We actively seek review opportunities and guest blogging opportunities to plug the book and raise reader interest.

Seminars and interviews - Co-author Dr. Mike Nichols is running a series of seminars on health topics. This activity is intended to raise awareness of *Quantitative Medicine* (another book he co-authored) and the "companion" nutrition/cookbook *Eat Real Food or Else*.

Podcasts - The first is done, and is an overview of *Quantitative Medicine*. The audio can be heard online at QuantitativeMedicine.net/audio/. This is well received so far, and more are planned, including topics covered in *Eat Real Food or Else*.

Videos - Dr. Nichols is taping all his seminars. This will form the basis of a series of videos, which will be posted on YouTube, Facebook and our websites.

Ask Dr. Mike - An hour-long weekly Internet radio show is being explored. It would become a basis for the podcast series.



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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!

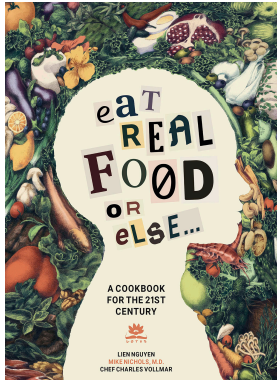
Additionally, for those wishing to develop a healthy nutritional strategy, *Eat Real Food or Else* features over 50 pages of nutritional information reflecting decades of experience and research by a doctor whose specialty is disease prevention through diet and exercise. Very few cookbooks have much 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.

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WHY ANOTHER COOKBOOK?

There are a lot of cookbooks out there. However, this one stands out because it presents the most up-to-date nutritional information with strong scientific backing. Dr. Nichols has spent decades studying and conducting nutritional research, and his practice has improved the health of thousands of patients. The views he has long advocated on cholesterol, fats, sugars and other important dietary subjects are only now becoming mainstream and acknowledged by the media.

Dr. Nichols is not proposing a fad diet. Instead, he puts food myths and fads into perspective and presents us with accurate information, so that we can decide for ourselves what to eat, based on our individual needs.



Eat Real Food or Else presents a comprehensive system for lifelong health, with tools to make informed food choices, including:

- Nutritional advice based on the broad view of the entire body.
- Simple, yet scientifically accurate explanations of the effects of various foods.
- A wide variety of illustrated step-by-step recipes.
- Perspectives from which to examine the existing diets and the nutritional literature.
- A healthy, natural way for people to reach their healthiest weight.

While it is presented in the form of a cookbook, it is in fact also a nutrition manual: each recipe is accompanied by nutritional information, making the message interesting and lively. The book also contains a science section and an appendix with technical references for those who want to go further.

Eat Real Food or Else is therefore a reference book as well as a cookbook for all occasions.



Eat Real Food or Else is also a beautiful 304-page coffee table book. No effort has been spared to make it a great-looking book on anybody's table, from the silver-embossed black linen hardcover binding and striking dust jacket to its luxurious paper and vivid full-color illustrations.



Eat Real Food or Else advocates a pleasurable way of eating that focuses on whole-body health. Its fundamental principle is to enjoy the widest possible variety of fresh foods, while avoiding those high in sugar and low in nutrients.

Because of the huge complexity of our body, nutrition cannot be reduced to simplistic rules. However, some principles do exist, and some myths must be debunked. The book does not advise a "one-size-fits-all" diet, but rather methods that help readers listen to their bodies and adapt their diets accordingly.

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KIRKUS REVIEWS

TITLE INFORMATION

EAT REAL FOOD OR ELSE...

A Cookbook for the 21st Century

Liên Nguyễn, Mike Nichols and Charles Vollmar

Golden Lotus (304 pp.)

\$40.00 hardcover

ISBN: 978-0-9862520-1-3; January 1, 2016

BOOK REVIEW

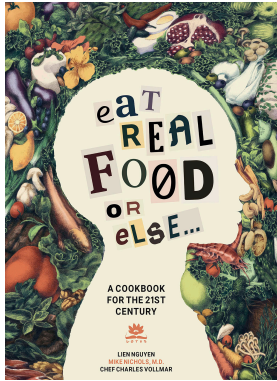
Science and food writing combine in this cookbook, which offers a new way to look at the American diet.

Eating healthfully can be hard in this day and age, particularly with so many opinions and so much advice about the subject out there. This work is armed with the mindset that “real food”—that is, food that’s natural and not overly processed—is key to a healthy diet, and it explores what and how much to eat and when to eat it. The book’s rules are simple: readers should seek out food that’s colorful, micronutrient-rich, whole, and comes from healthful sources. After examining the “ideal” plate of food, the work explains common diet buzzwords, such as “glycemic index,” and the roles that fats, carbohydrates, and sugar play in American diets. Then there’s a recipe section, divided into categories such as “Soup, Salads & Appetizers,” “Vegetables,” “Main Courses,” and “Breakfast, Snacks & Condiments.” Also included are breakout sections on everything from cruciferous vegetables and their benefits to what cooking oils to avoid. Nguyen (*Cuisine de Montagne Pas à Pas*, 2012, etc.), a culinary writer; Nichols (*Quantitative Medicine*, 2016), a doctor; and debut author Vollmar, a chef, are all trained professionals in their respective fields, and as a result, they leave no stone unturned in this book. One should always consult with one’s physician before starting a new diet, but the authors lay out the diet in this work in an easy-to-understand manner. It’s not necessary to read the science to understand the recipes, but they do combine to provide a holistic approach to healthy eating. Recipes such as “Spring Ratatouille,” “Duck Cassoulet,” “Parmesan Crackers,” and “Asparagus and Collard Greens Slaw” boast full-color pictures of the step-by-step process as well as of the finished result. The simple instructions make the work manageable for novice chefs. For readers looking to eat better or just whip up something delicious, this cookbook may be just the (meal) ticket.

An easy-to-follow guide to a healthier lifestyle featuring delicious recipes.

EXCERPTING POLICIES

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PRESS RELEASE

For Immediate Release

Source: Golden Lotus Publishing

HOW TO EAT YOUR WAY TO HEALTH AND IDEAL BODY WEIGHT (AND ENJOY IT!)

PALO ALTO, Cal., May 9, 2016. *Eat Real Food or Else*, a new cookbook, is collaboration between a chef, a cookbook author, and a physician. It overturns conventional dietary wisdom with delicious-yet-healthy recipes, plus dietary guidelines. This thought-provoking, tasteful book appears as a fancy coffee-table book, a nutrition manual, and a step-by-step cookbook all in one.

As a cookbook, it presents 90 tantalizing recipes for all circumstances, from everyday meals to more festive occasions, that all boast full-color pictures of the step-by-step process as well as of the finished result. The instructions are clear and make the work manageable for novice and experienced cooks alike.

Some recipes, such as “Leeks and Asparagus Soup with Citrus Cream” or “Poached Fish with Caper Sauce,” won’t come as a surprise. Others are more unexpected in a health book, like “Duck Confit”, where duck legs are slowly simmered in fat, or “Swiss Cheese Cookies” primarily made of cheese and butter, or “Fried Radicchio with Garlic Cream,” everybody’s favorite. Particularly helpful are the desserts, which reduce sugars and starches to the bare minimum without compromising on flavor.

All recipes come with sidebars commenting on key ingredients. These small bites of nutritional information sprinkled throughout the book and relevant to the recipe you are preparing make the message lively and easy to digest.

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As a nutrition manual, this book reminds us of some basic truths that were common knowledge just a few generations ago, with up-to-date scientific knowledge tossed in to explain what went wrong in recent decades. A great way to learn or re-learn how to eat in a sensible and healthy way.

None of the book's recommendations are daunting. The key is to use simple, nutrient-rich ingredients from healthful sources to make real food, and stay away from processed foods, starch and sugar.

Eat Real Food or Else cuts through the endless mush of confusing and conflicting dietary advice and goes back to basics. Examining research from the last 100+ years, the authors wipe the slate clean of accumulated misconceptions and start afresh, answering such elementary questions as:

- What are the three macronutrients? (Hint: frozen pizza is not one of them.)
- What are their functions in our body?
- What happens when we eat carbs, fats or proteins?
- What is a balanced diet?

The clear, but often surprising explanations on human metabolism are distilled in several short chapters scattered throughout the book.

Author Charles Vollmar is a seasoned San Francisco area chef instructor and culinary health educator; Lien Nguyen is an award winning cookbook writer; Dr. Mike Nichols is a noted lifestyle physician. This combination of talents provides the reader with a uniquely delicious route to health.

From doctor Mike Nichols, “We need to stay away from fad diets and buzz words. Let’s remove the unwarranted fear of food and restore the pleasure of joyful, healthful, colorful eating.”

From chef Charles Vollmar, “Awareness, simply applied, adds quality to our life. Culinary education brings balance, empowerment and enjoyment into people’s daily routine.”

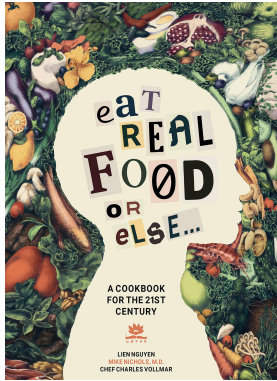
Eat Real Food or Else, ISBN-13: 978-0986252013, is a 304 page 8” x 11” hard cover book, with a dust jacket. Its list price is \$40 and is available through [Amazon](#), [Barnes & Noble](#) online, and distributed by Ingram, Baker & Taylor, and Pathway Book Services.

For more information, or review samples, contact Lien Nguyen , 650-387-5708, lien@erfoe.com

A media kit may be downloaded from <http://eat-real-food-or-else.com/>

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PRAISE FOR EAT REAL FOOD OR ELSE

“A beautiful and entertaining book...artfully laid out with vibrant colors.”



“I would recommend this book to anyone who wants a healthy lifestyle and cares to understand the nutritional value of the foods they eat. *Eat Real Food or Else* is not your typical cookbook, even though it contains wonderful recipes of dishes from diverse cultures. What caught my attention after just reading the first few pages is the concise way the author explains how each type of food affects our health, good and bad, and the importance of a balanced diet. I also appreciate that each recipe contains an explanation of the nutritional value of a key ingredient. I found the book extremely educational as well as very easy to read.”



“*Eat Real Food or Else* is beautifully designed and filled not only with great recipes, but also the very latest in nutritional science. It totally changed my mind about healthy eating. The author has put together an amazing and indispensable guide for anyone who loves cooking and is serious about a healthy lifestyle. And you may be surprised that balanced, nutritious food is not boring. This book should be in everyone’s family kitchen.”



“*Hooray for Eat Real Food or Else!* As a diabetic I have struggled to find a style of eating that keeps my blood sugars checked while allowing me to enjoy eating.... This book provides well-researched common-sense advice about reducing sugars and starches while enjoying a variety of unprocessed, nutritious foods. Each page is chock-full of nutritional information and useful tips. The recipes are fantastic! Particularly helpful to those of us who are reducing sugars and starches are the desserts.... Anyone who wants inspiration on how to change their relationship with food should check out *Eat Real Food or Else!* The cover illustration and the photos are also beautiful.”



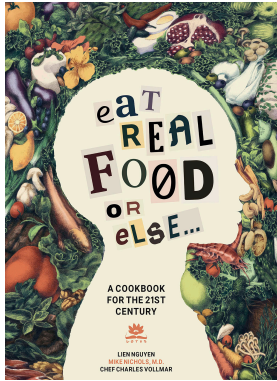
“Great book, with a lot of appealing recipes and just the right amount of science thrown in in easily digestible installments.

“This book is not about any fad diet. Rather, the authors remind us of some basic truths that people used to know just a couple of generations ago, before the obesity epidemic. Some of the most up-to-date scientific knowledge is then added to explain where we went wrong in recent decades. So, a great way to learn or re-learn how to eat in a sensible and healthy way.

“One great thing about the book is that it doesn't make you feel that eating healthy has to be boring. Lots of exciting dishes to look forward to. Nothing about the book's recommendations is daunting... the key is to use real, nutrient-rich ingredients to make real food. For those who are ready to improve their diet and their relationship with food, this book offers a very detailed and enticing roadmap.”

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F.A.Q. (INTERVIEW OF LIEN NGUYEN)

Q: Isn't the safest diet to eat a little bit of everything?

L.N.: This is the objection I get most frequently when I indulge in dispensing nutritional advice to those around me. I suspect this is partially motivated by people's reluctance to part with their favorite starch. But there is certainly a lot of wisdom in their remark: excessive focus on any particular ingredient most likely results in ill health because our body, in its infinite complexity, needs a lot more than we can comprehend today and for the foreseeable future.

In practice, though, this reasonable concept doesn't account for the food industry's efforts to make us buy whatever is more profitable for them, regardless of its impact on our health. How do we define "a little bit of everything"? A little something from each aisle of the supermarket?

Without nutritional knowledge, we are easy prey for their marketing and publicity.



Q: Nutritional science changes its mind all the time: first it said that starches were fattening; then it was not the starches, but what you put on them that made you gain weight; and now, it's gone full circle, back to starches as the bad guys. How can we trust the current nutritional science?

L.N.: This is a legitimate criticism. This shuffling back and forth understandably generates the feeling that science is not progressing, but going round and round instead. You'd think that if we can put a man on the moon, we should be able to figure out exactly what food is best for our body.

To science's credit, understanding the human body is many orders of magnitude more complex than rocket science. In addition, among medical disciplines, nutrition has a particularly difficult position: it is impossible to rigorously test nutritional theories with randomized well controlled trials, as you would for a new drug; it is unethical (although not unheard of) to purposefully feed a whole population some given diet with the goal to observe what percentage dies from it. So, what we are left to work with is epidemiology, observing various populations and trying to draw conclusions by linking their health data with their eating habits. This method provides, of course, no proof of causation; it can at best show an association between the facts.

Also, despite appearances, nutritional science is progressing, in part thanks to the availability of new scientific tools. As an example, for a long time there was no easy way to accurately measure a person's insulin level; this impaired the ability to study the effects of sugar and insulin on our metabolism. This is

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not the case anymore: nowadays, insulin is easily monitored, and its nefarious effects have been proven beyond any doubt.



Q: How can you apply the same nutritional advice to growing teenagers and older adults, or people with different genetic backgrounds?

L.N.: Of course, everybody is different. Genetics play an important role in how our body deals with food, but suspiciously, this objection comes up only after people hear something they don't like: we are willing to accept that there are nutritional principles until they don't suit us, and then everybody becomes different! Food is a very emotional issue, connecting us to our childhood, to our mother's love. We make leaps of logic to legitimize what we like to eat.

Obviously, it is impossible to prescribe a diet that applies to everybody and addresses all the situations and pathologies. However, we must admit that there are some mechanisms that apply to the majority of the human race. It is worth becoming familiar with these principles: they offer a starting basis from which people can make informed choices depending on their particular needs.

At the same time, it is clear that people have different metabolisms and react differently to foods: some of us should avoid salt; others should avoid legumes; for others it's onions, or kale, or cabbage, peanuts, milk, strawberries... These ingredients are real dangers for some, but if we avoid everything that is a concern for some part of the population, we are left with nothing to eat. A better strategy is to pay attention to our individual response and only eliminate those ingredients that are a problem.



Q: Isn't this a "low-calorie" diet in disguise?

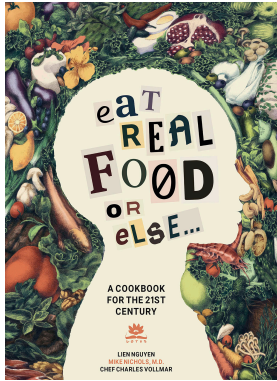
L.N.: First, let me repeat that this way of eating is a lifetime commitment, not a transitory weight loss diet.

It is true that some people believe that, by eliminating starches, we eat less: after all, our stomach only has room for so much broccoli. Others think that without starches meals are so unappetizing that they are not worth eating.

Regarding whether life without starches is worth living, I hope the recipes presented here speak for themselves.

That we end up eating less calories might be true or not (in our book, the starches are replaced by fats, which, as everyone knows, contain a lot of calories). The truth is, we don't care: as long as you feel satiated and energetic, as long as you are not craving food, are healthy and feel good about your body, what does it matter if you consume more or less calories than before?

But don't take my word for it. Try and taste for yourself!



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MEET THE AUTHORS

Liên Nguyen was born in 1960 in Paris, where she received her education and trained as an electrical engineer (X-Telecom). After a 20-year high-tech career in Silicon Valley, she retired from signal processing and turned to the really important question: how to stay healthy and keep her family healthy.

It soon became obvious that nutrition is the main component of life enjoyment and health that everybody can act on.

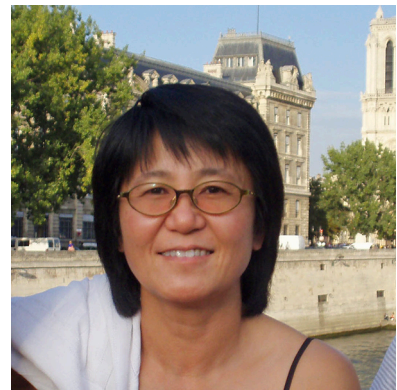


An award-winning author, Nguyen has since published several cookbooks in French and English. Her cookbooks strive to go beyond mere technical description of recipes: for her, the cookbook is the ideal vessel to blend culinary topics with her other areas of interest, such as culture, history and science.

- In her first book (*La cuisine Vietnamiennne par l'image, Orphie Editions*), she taps into her mother's expertise to document the culinary traditions of Vietnam in the 50s, seeking to immortalize a way of life that is quickly fading away.
- In another book (*Le Haut Val d'Arly pas à pas, Orphie Editions*), she records the collective memory of a small village in the Alps. Her goal is to preserve traditions that have been fiercely guarded and kept secret for decades, but now face the threat of oblivion.
- *Eat Real Food or Else* (Golden Lotus Publishing), her latest book, was sparked by her meeting a remarkable doctor, Mike Nichols, whose approach to health, based on prevention and lifestyle, has changed her life and the life of her family.

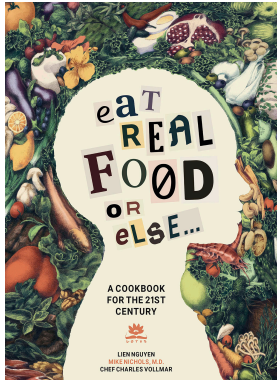


Her blog is a spot where people can discuss the latest nutrition news, nutritional myths are debunked, and nutritional information is offered. Visit it at www.eat-real-food-or-else.com.



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Mike Nichols, MD is a classically trained physician (pre-med U. of Chicago, med school at Loyola U. of Chicago, residency at Stanford), with training as a surgeon and with emergency medicine experience.



For the last 20-plus years, Dr. Nichols has been working on a quantitative model of the practice of medicine. Through a combination of software development and integration of heart rate data and other biological markers, he has developed a complete health system called “Quantitative Medicine.”

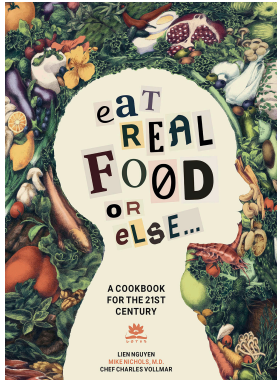
For more detail about Quantitative Medicine, consult his blog at <http://quantitativemedicine.net>.



Dr. Nichols believes that what each person needs in order to attain peak health varies. Sometimes it is diet modification, sometimes more effective exercise; often it entails dealing with stress and mindfulness, and sometimes even pills. Food is, of course, an obvious and important factor in a medical philosophy that treats the body as a whole, rather than a collection of separate organs.

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Chef Charles Vollmar is an honors graduate of the California Culinary Academy in San Francisco. Following his training at *Chez Panisse Restaurant and Cafe* and *Wente Vineyards*, he taught at several prominent San Francisco Bay Area cooking schools. He established his company, Epicurean Exchange, in 1999.

As a practicing chef instructor and culinary health educator, Chef Charles Vollmar emphasizes wellness, prevention and lifestyle enrichment. He is interested in all topics relating to cooking, nutrition, fitness and food appreciation.



Epicurean Exchange was a pioneer in the team-cooking concept, using the kitchen as a vehicle for corporate team building, gatherings and retreats. This continues today, as companies, families and friends gather to cook, celebrate and enjoy quality experiences together.

Chef Charles Vollmar is also a seasoned culinary guide who leads interactive behind-the-scenes tours presenting the philosophies and practices of local food producers and artisans. He also organizes and guides tours abroad to explore the various cultures and origins of the food world.



For more details about Chef Charlie's culinary activity and food philosophy, consult his website at www.epicureanexchange.com.

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