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THE GREAT AMERICAN CHOCOLATE CHIP COOKIE BOOK:

Scrumptious Recipes & Fabled History from Toll House to Cookie Cake Pie

By Carolyn Wyman

Forget apple pie and ice cream. Chocolate chip cookies are really America's favorite sweet.

It's the first thing most Americans bake as kids and the only dessert many people make as adults (from their own special recipe that is better than anyone else's, of course!). It's the most popular cookie purchased in the country, sold everywhere from McDonald's to Thomas Keller's tony Bouchon Bakery.

It's so popular and ubiquitous, that many people think it's been around forever. It was actually invented just 75 years ago by Ruth Wakefield at her Toll House restaurant in Whitman, Massachusetts - although not in the accidental way that has long been served up by other books and on the Internet. For *The Great American Chocolate Chip Cookie Book* (Countryman Press/W.W. Norton; 978-1-58157-162-2; paperback; October 2013; \$19.95), junk food authority Carolyn Wyman interviewed Wakefield's daughter and her former employees to get the long-overdue, first-time-ever true story of the chocolate chip cookie's invention.

Wyman traces this cookie's history through its 1980s commercial heyday, when Mrs. Fields, Famous Amos and David's cookie stores sweetened America's street corners; through the perfection of Wakefield's recipe by the *New York Times* and the development of the spin-off chocolate chip cookie dough ice cream in the early 90s; to the rising number of recipes featuring unbaked cookie dough on the Internet in the 00s, including cookie-dough-stuffed cookie and cookie cake pie.

The Great American Chocolate Chip Cookie Book also highlights artistic and event tributes to the cookie, offers a state-by-state survey of bakeries and restaurants famous for their chocolate chip cookie creations, and presents the most comprehensive collection of chocolate chip cookie and cookie riff recipes ever assembled outside a mixing bowl.

Learn about the cookie's starring role in an episode of the sitcom *Friends*, about Famous Amos' prior career as the talent agent who discovered Simon & Garfunkel, and the Chicago-area bakery with chocolate chip cookies so prized that there is a four-cookie per person daily limit. Find out about Secretary of State John Kerry's early career as a Boston cookie entrepreneur, college students' secret forbidden indulgence (Hint: It's neither smoked nor baked), how many chocolate chips most people want in their cookie as well as the maximum number one cookie can contain without falling apart (Would you believe 50?).

Read about the twist of fate that explains why the country's most popular brand of chocolate chips are made by Nestle rather than rival chocolate maker Baker, how the debut of Nutrition Fact labels actually increased chocolate chip cookie sales (So there, nutrition nuts!) and how Levain Bakery's

chocolate chip cookie has turned that basement space into one of New York City's top tourist attractions. Discover the story behind Otis Spunkmeyer company's high-flying air-tour side business, why you should visit the nearest DoubleTree hotel on the Fourth of July and where in the world chocolate chip cookies are an upscale dessert, served on a plate.

Also get tips for taking your chocolate chip cookie recipe to the next level; and instructions for making sour cream, pudding, kosher, vegan and gluten-free chocolate chip cookies; copycat Mrs. Field's, Tate's, Hillary Clinton and Momofuku Milk Bar chocolate chip cookie recipes as well as fun chocolate chip cookie variations like chocolate chip cheese nut ball, cheesecake and Toll House truffles.

Filled with fascinating facts and crucial cookie-baking information, and including more than 75 recipes and 200 illustrations, *The Great American Chocolate Chip Cookie Dough Book* is for people who like their chocolate chip cookies crunchy or soft, with or without nuts; homemade or store-bought, with milk or straight-up -- in other words, everyone!

Carolyn Wyman is the ultimate authority on American popular foods. Her previous books include Spam: A Biography, Jell-O: A Biography, Better than Homemade and The Great Philly Cheesesteak Book. Her nationally syndicated Supermarket Sampler column appeared in newspapers across the country for more than 20 years. She has discussed the Keebler Elves on NPR's "Morning Edition," fed her famous "clothes dryer shrimp" dish to comedienne Rosie O'Donnell and once appeared in the National Examiner tabloid sitting in a shopping cart full of groceries. Chocolate chip cookies are her favorite food.

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