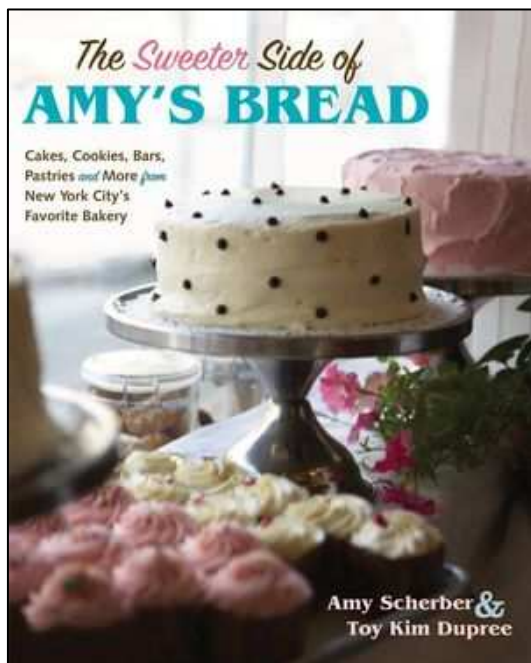




News



The Sweeter Side of **AMY'S BREAD**

*Cakes, Cookies, Bars, Pastries and More from
New York City's Favorite Bakery*

**By Amy Scherber &
Toy Kim Dupree**

Imagine endless piles of large, luscious cookies studded with chocolate, raisins, dried cherries, oatmeal and nuts; freshly baked brownies and blondies stacked beside fanciful cupcakes swirled with icing and sprinkles; and of course cake stands featuring six different kinds of old-fashioned layer cakes... These are just a few of the tempting sights inside Amy's Bread, one of New York City's most celebrated and beloved bakeries.

When Amy Scherber first opened the doors of Amy's Bread, she dreamed of creating a small, neighborhood bakery where people would stop by for their daily loaves. Little did she know that in just fifteen short years, her quaint Hell's Kitchen storefront would grow into a bakery empire with three retail locations, over 100 employees, and more than 300 daily restaurant and wholesale customers. This fall, dedicated followers and new fans alike can finally enjoy the sweeter stuff they've been begging for from the warmth of their own kitchens with **THE SWEETER SIDE OF AMY'S BREAD** (Wiley Hardcover; October 27, 2008; \$34.95) by Amy Scherber and Toy Kim Dupree.

THE SWEETER SIDE OF AMY'S BREADS highlights those “sweet” recipes most requested by customers throughout the country, with chapters focusing on everything from “Cookies” and “Bars” to “Old Fashioned Layered Cakes” (with cupcake variations) and “Special Seasonal Desserts”. A sampling of memorable recipes includes:

- The original *Double Chocolate Chip Cookies* – crunchy on the edges, moist and chewy in the middle – and irresistible *White Chocolate Cherry Chunkers*
- Soft, voluptuous *Lime Cornmeal Cookies* make for a perfect finish to a Southwestern feast
- Perennial favorite *Award-Winning Brownies* make the ultimate decadent treat
- Almost-famous *Amy's Bread “Pink Cake”* – a moist, vanilla-flavored butter cake frosted with classic confectioner’s sugar buttercream with a pale pink tint
- Seasonal specialties like *Rustic Mini Peach Pies* (no pie plate necessary!) and *Plum Upside-Down Cake* where tangy plums are offset by sweet brown sugar topping

A section on Ingredients and Equipment includes basic information for home bakers, while “Tips and Techniques” sections in each chapter provide readers with all the guidance they will need to master Amy's classic recipes.

THE SWEETER SIDE OF AMY'S BREAD truly delivers a unique perspective to the art of baking, with 113 beautiful food photographs and action shots that capture the spirit of Amy's Bread, and personal stories about the bakery's history, employees, and loyal customers provide a glimpse into the inner workings of one of New York City's best-loved establishments.

About the Authors

Amy Scherber is the owner of Amy's Bread, which opened in 1992 in Hell’s Kitchen and has since expanded to three New York City locations. Amy's Bread has been featured in the *New York Times*, *Gourmet*, *Food & Wine*, *Bon Appetit*, and many others. In 2001, Scherber was nominated for Pastry Chef of the Year by the James Beard Foundation. She teaches baking classes locally and abroad, and has appeared on Food Network shows including “Baker’s Dozen” and “Emeril Live.” In addition to her retail cafés, Amy also supplies bread wholesale to more than 300 customers, including many notable New York restaurants and food stores.

Toy Kim Dupree is one of the five original bakers at Amy’s Bread, and currently serves as Executive Pastry Chef and General Manager of the Hell’s Kitchen location. Dupree has studied with master bakers in France and Germany, and worked in pastry kitchens of acclaimed New York City restaurants including The Grolier Club, Mondrian and San Domenico.

THE SWEETER SIDE OF AMY'S BREAD

Amy Scherber

Wiley Hardcover | October 27, 2008 | \$34.95 | ISBN: 978-0-470-17074-8 | 288 pages

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