

Immediate Release: Joey's Italian eBook and iBook, Classic Italian Meals

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CulinartMedia announces Joey's Italian, eBook and iBook, Classic Italian meals right from Joey's kitchen. Preparing a classic Italian feast has never been so fun and satisfying. Joey de Cuffa is the chef and owner of New York's celebrated Restaurant: Joey's Italian, open for close to 30 years. Uncomplicated and full of delicious meals, tips, and instructions, Joey's Italian features step-by-step instructions, along with beautiful photos, allowing anyone to create sensational Italian meals.

Kennebunk, Maine - CulinartMedia Inc., a leading developer of customized culinary arts-related print publications, online materials and mobile software applications, has developed Joey's Italian iBook for the iPad, eBook on Google Play, and eBook for the amazon Kindle and the Barnes and Noble Nook. Cooking delicious, classic Italian dishes has never been more fun and convenient with Joey's Italian.

Joey de Cuffa is the chef and owner of Central New York's celebrated Restaurant: Joey's Italian, open for close to 30 years. Today his restaurant operations include Bella Cigna among others. He published his first book in 2009. Joey does not consider himself a chef, but a cook, just part of a line in the kitchen, putting together the best food for his customers. He was always cooking as a kid, and by age 16 was working at Grimaldi's in Syracuse where his mother worked as a waitress, Freddie Grimaldi Sr. became a kind of mentor as was Angelina, the pasta-maker at Grimaldi's. He learned to cook by imitating the cooks on the line at Grimaldi's. His first restaurant was an instant success and with the management talents of his wife Janice the restaurant grew into a major entertainment enterprise.

Here is a sample from Joey's Italian. Nothing describes the essence of this book better than these thoughts from chef Joey de Cuffa himself:

"Cooking, According to Joey: Buy in season whenever possible. Fresh food and vegetables are available to us from all around the world. But just because it's available doesn't mean it's flavorful. Grapes imported from Chile in January are every bit as good as grapes from California in June, but a cantaloupe picked ultra green in Central America in March will never have the sweet taste of summer like a locally grown melon in July.

Don't be afraid of onions and garlic, fresh of course. Peel 'em , chop 'em, sweat 'em, then saute slowly, in a little olive oil, to release their wonderful flavors. These two ingredients contribute the lion's share of flavor in the Italian kitchen. I have to chuckle when I see a package of pre-chopped onions or a jar of minced garlic in the supermarket. How much time does it take to peel and chop an onion or smash a little garlic? Trust me, what you save in time you loose in flavor.

Keep it simple. The beauty of Italian cooking is that it is not complicated. When I was in Tuscany, I was asked to cook for a group of "locals" and guests that included a very elegant surgeon who grew up in Florence, lived in New York, and had eaten in the world's finest restaurants. That night I served a simple dinner of roast pork with roasted potatoes. We had a great meal, and we had a great time, including yours truly because I didn't have to spend the whole night in the kitchen."

Features:

- * Step-by-Step Italian recipes
- * Color photography
- * Published: Nov 07, 2012
- * Print Length: 208 Pages

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* Language: English

Device requirements:

* This book requires iBooks 1.3.1 or later and iOS 4.3.3 or later. Books can only be viewed using iBooks on an iPad, iPhone (3G or later), or iPod touch (2nd generation or later)

* This book is also available for download on the Nook and Kindle

* Size 18 MB

Pricing and Availability:

Joey's Italian is \$12.99 USD (or equivalent amount in other currencies) and available worldwide through the iTunes iBookstore, and through Amazon, Barnes and Noble and Google.

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