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“The blueprint for eating pleurably, healthfully, and practically—
while also feeding your family every day. What’s not to love?”
—Christine Northrup, M.D.

“Aldrich has talent, she possesses pure genius in her no-nonsense attitude towards food. Why
should a busy working mother or woman have to give up her favorite foods to gain a healthy
lifestyle? She shouldn’t, and Aldrich makes that quite clear in her book.”
—TheSavingsMomma.com

REAL MOMS LOVE TO EAT

*How to Conduct a Love Affair with Food, Lose Weight
and Feel Fabulous*

by Beth Aldrich

with Eve Adamson

New American Library is proud to announce the publication of **REAL MOMS LOVE TO EAT: *How to Conduct a Love Affair with Food, Lose Weight and Feel Fabulous*** by healthy lifestyle and nutrition expert **Beth Aldrich** (January 3, 2012; Trade Paperback Original; \$15; ISBN: 978-0-451-23558-9).

Certified Health Counselor and Food Expert Beth Aldrich suggests a new year’s resolution for all women: Have a love affair... with food! Instead of starting a diet, denying any pleasure for weeks only to go back to an old routine of eating and gain the weight back again, Aldrich’s revolutionary approach focuses more on what can be *added* to a diet rather than what should be taken away. Diets make everyone feel tired, empty, stressed and unfulfilled. In **REAL MOMS LOVE TO EAT**, Aldrich explains how to eat the foods we love with some tweaks—learning how to control indulgences, understanding why we crave what we do, and how to still enjoy our dysfunctional food friends (salt, fat and sugar) all with just a little makeover.

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Excerpt from the book:

“Oh, food—how we love you, and how we fear you. How we desire you, and how we push you away. Food, you shameless flirt, you player, you tease. You could almost seduce us into an illicit affair. . . . Maybe because moms are so concerned with setting a good example or guiding their kids down the right path, we sometimes make ourselves feel guilty. We deny ourselves pleasure. But when it comes to food, this is a big, Oh, no, you don’t! Denial leads to obsession—the nasty kind where you can’t get that bad boy out of your head and then you binge. Instead, when you give yourself the license to love a variety of foods, experiment with an array of flavors, and lighten up on your self-righteous have-to-eat-100-percent-healthy-and-be-perfect-all-the-time side, then you can give yourself permission to love—food and anything or anyone else. You find a new balance. You find your own personal way of healthy eating. Fear leads only to ruin. Denial leads to deprivation. Controlled indulgence, on the other hand, leads to freedom.”

Just a few of the many busy-mom-friendly tips readers of **REAL MOMS LOVE TO EAT** will learn include:

- **Make it All About YOU:** Remembering the pleasure inherent in early food experiences can make food seem like a friend, not an enemy. Beth teaches readers how to have a loving relationship with food and recapture the pleasure, showing them how to change their perspective on food-for good. Out with the guilt and in with the happy-tasty-delicious! This book will provide the tools needed for moms to feel more energetic and still look great in those skinny jeans!
- **Get Naked with Raw Foods:** Every bite of fresh, scrumptious, whole foods can increase vitality, energy and contribute to the health of the planet. Raw foods are easy to prepare and make your mouth sing. You’ll be asking the sales clerk, “May I get a smaller size, please?” in no time, when you get on the whole-food wagon.
- **Tame your Cravings Dragon:** If you’re yearning for sweets and processed baked goods, odds are your cravings dragon needs to be tamed. By consuming nutrient-dense whole grains, such as quinoa, whole-grain toast with sesame butter, and oatmeal, that dragon of yours will turn into a pussycat in no time.
- **Hungry for More Lovin’?:** In addition to the easy-to-follow steps outlined in Beth’s 10-part plan, there’s 21 days of lick-the-back-of-the-spoon, sample menu suggestions, complete with lifestyle recommendations and recipes including, Balsamic Broccoli Salad, Harvest Pumpkin and Black Bean Soup, Lime-Crusted Spiced Salmon, Cocoon Chicken and Apple Cobbler Du Barbi—and **yes**, you can have a piece of chocolate every day—Beth insists upon it! Find out why.

In 2007, Beth was filming her PBS TV series; and on an off day, she volunteered to work on the special Cool Globes project for the City of Chicago. On the way to filming, she was involved in a serious car accident; while in the hospital, she reevaluated her life and career. Money and success suddenly seemed trivial compared to the health and well-being of her family. She realized that most of the joy she felt came from two things: health (of her family, herself, the planet) and pleasure (enjoying everything that the wonderful world has to offer). While recovering from her injuries, she saw an advertisement for the Institute for Integrative Nutrition (IIN) in New York City and she knew this was the place to launch her next endeavor. It was there that she learned the idea of integrative nutrition—nutrition that could transform life itself—and she studied and became passionate about holistic health counseling through the teachings of IIN founder Joshua Rosenthal, Dr. Mehmet Oz, Dr. Andrew Weil, Dr. Barry Sears, Geneen Roth, and Deepak Chopra.

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Inspired by her natural health training, Beth wrote her new book, **REAL MOMS LOVE TO EAT**. No matter a person's health and weight loss goals, this book takes the boring out of eating and incorporates more fun in daily meal planning with a 10-week plan that allows busy moms to eat what they like, lose weight, and still look amazing. **REAL MOMS LOVE TO EAT** is not your typical diet plan, but a healthy lifestyle plan that can be followed for life.

About the authors:

Beth Aldrich is a healthy lifestyle and nutrition columnist for Diet.com, SocialMoms.com, HotMomsClub.com, 30SecondMom.com and RealMomsLovetoEat.com and she also delivers healthy living and nutrition presentations and classes across the country. Aldrich is the founder of For Her Information Media, LLC (FHI) established in 2003, with productions such as the PBS TV series "For Her Information" (aired in 60 cities nationwide including syndication in Turkey and Israel), radio shows "A Balanced Life with Beth Aldrich," and "Real Moms Love to Eat with Beth Aldrich," and the online magazine and newsletter, FHI Online.

Aldrich is also the founder of Restoring Essence Nutrition, LLC and a Certified Holistic Health and Nutritional Counselor through the American Association of Drugless Practitioners (AADP). Aldrich received her education from Columbia University's Teachers College and The Institute for Integrative Nutrition in New York City. She is also a contributor to *Power Moms* from the *Chicken Soup for the Soul* series (Simon & Schuster 2009). Aldrich lives in Chicago with her husband and three sons.

Eve Adamson has co-authored and written over fifty books, including *The New York Times* bestsellers *Naturally Thin*, *The Skinnygirl Dish*, and *A Place of Yes* by Bethenny Frankel. Adamson blogs about food, yoga and travel. She lives in Iowa.

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