



For Immediate Release

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Morris Press Cookbooks Announces Contest Winners

KEARNEY, NEB. (Jan. 19, 2012) – Scott Morris, president of Morris Press Cookbooks in Kearney, Neb., announced the national winners of the 12th Annual Morris Community Cookbook Awards. Morris Press Cookbooks, the leading publisher of community cookbooks, publishes millions of cookbooks every year as keepsakes and fundraisers for churches, schools, organizations, and families. The awards recognize organizations that created fundraising cookbooks for charitable causes in 2010 or 2011. Since the contest began in 1999, it has become the nation's largest cookbook contest, and over \$91,000 has been awarded to groups for their outstanding cookbooks and fundraising efforts.

Taking **first place and \$5,000** is *All My Friends Are Flakes: Christmas Calories V*, created by Dee Lynn Braman and friends of Victoria, Texas. The judges were impressed by the huge amount of scrumptious holiday recipes, as well as colorful and festive snowman artwork on the cover and dividers. Judge Diana McMillen, Senior Food Editor for *Midwest Living* magazine, said, "Who doesn't love a holiday snowman theme for a cookbook – just fun! A great collection of fun recipes...these are calories worth consuming." Judge Robert Cano from Le Cordon Bleu Cooking School commented, "[This is an] excellent book if you're throwing a party." Cookbook proceeds of \$8,460 benefit the Dorothy H. O'Connor Pet Adoption Center, which is dedicated to finding happy and loving homes for dogs and cats.

Winning the **\$2,000 second-place award** is *Festivities, Too* from the CARTI Auxiliary in Little Rock, Ark. Featuring tantalizing full-color food photos and over 1,000 delicious holiday and everyday recipes, *Festivities, Too* is a culinary delight. Judge McMillen commented that the cookbook is "...a festive, fun holiday-themed book you could use year round...[a] fun book for cooking or just reading." According to Judge Cano, "[This is] definitely a cookbook that offers something for everybody." Proceeds of a whopping \$48,425 provide assistance to Arkansas cancer patients and their families, making this cookbook beautiful for more than just its photos and recipes.

The **third-place winner of \$1,000** is *Serving Coppell*, created by the Assistance League of Coppell, Texas. It is apparent that *Serving Coppell* was truly a labor of love for the citizens of Coppell, as they put much effort into submitting their best recipes and their own elegant artwork for the cover and dividers. Judge Dawn Saxton, Co-Founder and VP of Product Development at Specialty's Cafe & Bakery, said, "[The cookbook] has an elegant simplicity. This is the kind of cookbook I would grab off a store shelf." Judge Cano appreciated the assortment of recipes, stating, "...the *Asparagus with Bleu Cheese Vinaigrette* was delicious and looked great on my holiday table." Cookbook proceeds of \$9,375 support the community of Coppell and surrounding areas.

Tamara Omtvedt, Director of Marketing & Development at Morris Press Cookbooks, said, "Each year, it becomes more difficult to predict who will win. We always receive so many excellent entries, and we were surprised that many cookbooks had a holiday theme this year." To learn more about the annual cookbook contest and the 2011 winners and finalists, visit www.cookbookawards.com and www.morriscookbooks.com. Sample recipes from this year's award winners follow.

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First-Place Winner

All My Friends Are Flakes: Christmas Calories V

Berry Bread Pudding with Vanilla Cream Sauce

from Donna Shedd

1 (16-oz.) French bread loaf, cubed	1 tsp. nutmeg
1 c. frozen raspberries, unthawed	1 tsp. vanilla
1 c. frozen blackberries, unthawed	2 T. melted butter
4 lg. eggs, slightly beaten	2 T. sugar
2¾ c. milk	Vanilla Cream Sauce (see recipe below)
1 c. sugar	Fresh raspberries, as garnish
¼ c. butter, melted	Powdered sugar, as garnish
1 tsp. cinnamon	

Preheat oven to 350°. Arrange half of the bread cubes in a lightly greased 11 x 7-inch baking dish. Arrange frozen berries in a single layer over bread. Top with remaining bread cubes. In a medium bowl, whisk eggs, milk, sugar, ¼ cup butter, cinnamon, nutmeg, and vanilla until smooth. Slowly pour egg mixture over bread, pressing down with a wooden spoon until bread absorbs mixture; let stand for 20 minutes. Cover and bake for 30 minutes. Uncover; brush with 2 tablespoons melted butter and sprinkle evenly with 2 tablespoons sugar. Bake for an additional 30 minutes or until set. Remove from oven and let stand for 30 minutes. Serve with Vanilla Cream Sauce, fresh raspberries, and powdered sugar.

Vanilla Cream Sauce:

2 c. whipping cream	½ c. butter
1 c. sugar	1 tsp. vanilla
2 T. flour	

In a medium saucepan, combine cream, sugar, and flour. Add butter and cook, stirring constantly, over medium heat until butter is melted and mixture begins to boil. Keep stirring; cook for 3 minutes or until mixture is slightly thickened. Remove from heat and stir in vanilla. Serve warm. **Note:** You can make the sauce the day before and reheat it in the microwave.

For more information about *All My Friends Are Flakes*, please contact:

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Second-Place Winner

Festivities, Too

Abernathy's Serious Hot Chocolate (with Peppermint Whipped Cream)

from Mark Abernathy, Chef & Restaurant Owner

3 c. whole milk	1 tsp. vanilla
1 c. heavy cream	1 tsp. instant espresso or coffee powder
4 oz. semi-sweet chocolate chips	Whipped cream, as garnish
4 oz. milk chocolate chips	Crushed peppermint, as garnish
1 T. sugar	Shaved chocolate, as garnish

In a double boiler or pan over boiling water, combine and heat the milk and heavy cream. Add the chocolate chips; stir until melted. Add the sugar, vanilla, and espresso; whip with a whisk. Pour hot chocolate into a large coffee cup. Combine whipped cream and crushed peppermint, to taste. Top hot chocolate with a dollop of peppermint whipped cream and sprinkle with shaved chocolate before serving.

For more information about *Festivities, Too*, please contact:

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Third-Place Winner

Serving Coppell

Pistachio Encrusted Salmon

from Kuay Sullivan

½ c. unsalted pistachios, shelled	Fresh ground black pepper, to taste
⅓ c. fresh breadcrumbs	1-2 T. olive oil
2 T. fresh grated Parmesan cheese	4 (4-oz.) wild salmon fillets (sockeye or coho)
¼ tsp. kosher salt	2 T. Dijon mustard

Preheat oven to 425°. Spray baking sheet with cooking spray. In a small food processor, combine pistachios, breadcrumbs, cheese, salt, and pepper; pulse mixture until fine. Transfer mixture to a shallow bowl; drizzle with olive oil and toss with a fork until the crumbs are well moistened. If fillets have tapered ends, loosely fold the ends under to create a fillet of even thickness. Spread the top of each fillet evenly with mustard. Press the mustard-coated side of each fillet into the crumb mixture to generously coat the fish. Place the fillets on the prepared pan with the coated sides up. Sprinkle the remaining crumb mixture over the fillets to form a thick crust. Bake until topping is crisp and browned and fish is cooked though, about 10 to 12 minutes (depending on thickness).

For more information about *Serving Coppell*, please contact:

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