



For Immediate Release

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Morris Press Cookbooks Announces Contest Winners

KEARNEY, NEB. (Feb. 7, 2014) – Morris Press Cookbooks in Kearney, Neb., is pleased to announce the winners of the annual Morris Press Community Cookbook Awards, chosen from among cookbooks published in 2012 and 2013. Morris Press Cookbooks, the leading publisher of community cookbooks, publishes millions of cookbooks every year as keepsakes and fundraisers for churches, schools, organizations, families, and businesses. Established in 1999, the contest recognizes outstanding cookbooks and has awarded nearly \$107,000 to the fundraising efforts of organizations across the country.

The contest winners were selected out of ten finalists by a panel of four judges from across the country: Hannah Agran, Food and Features Editor for *Midwest Living* magazine, Robert Cano, Chef Instructor at College of Dupage, Dawn Saxton, Co-Founder and VP of Product Development at Specialty's Cafe & Bakery, and Mark Aker, Executive Chef at Chicago Highlands.

Winning **first place and \$5,000** is *Try It, You'll Like It*, created by the Jewish Women's Initiative (JWI) of Los Angeles, California. JWI was created to empower Jewish women through education, community outreach, social events, mentorship, leadership missions to Israel, and more. Cookbook sales of \$17,400 funded a leadership trip to Israel in October of 2013 and will be used to further women's education. This stand out cookbook features beautiful color photos throughout and a cultural blend of traditional Jewish recipes and other family favorites.

The **second place winner of \$2,000** is *Decade of Dining* from Dining for Women of Greenville, South Carolina. This cookbook celebrates the 10 year anniversary of Dining for Women, which raises money for international programs that empower women and girls in the poorest countries of the world. Well-written content and stunning photos tell the stories of women who have benefitted from donations. The goal of the \$34,720 this cookbook has raised is to change the world "one dinner at a time."

Taking **third-place and winner of \$1,000** is *Cedarwood Gumbo*, created by the Cedarwood School Parents' Club in Mandeville, Louisiana. This truly southern cookbook lives up to its title, featuring a mixture of international flavor and American Southern favorites, mirroring the blend of people and cultures represented at Cedarwood School. The judges loved the custom art featured on the covers, as well as the special "Celebrity Chefs" section, filled with recipes from Emeril Lagasse and more. Cedarwood School is committed to philanthropy and encourages students in this endeavor. The \$10,015 raised was divided between the school and a local charity, Covington Food Bank.

"With so many exceptional cookbook entries every year, it's difficult to select finalists for our judges." said Tamara Omtvedt, Director of Marketing at Morris Press Cookbooks. "Community cookbooks preserve history and regional cuisine, and more importantly, raise thousands for worthy causes. We are honored to be part of that process." Visit www.cookbookawards.com and www.morriscookbooks.com to learn more about the annual cookbook contest and winners. Sample recipes from this year's award winners follow.

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First-Place Winner

Try It, You'll Like It

Meira's Famous Challah

from Lori Palatnik

3 T. yeast (or 3 pkgs.)	1 T. salt
1 T. plus $\frac{3}{4}$ c. brown sugar, divided	1 c. golden raisins
4 eggs, slightly beaten plus 1 additional egg for wash	7 c. white flour
$\frac{3}{4}$ c. oil	7 c. whole wheat flour
$2\frac{1}{4}$ c. warm water	Sesame or poppy seeds (opt.)

Dissolve yeast in "soup-sized bowl" of warm water (about 1 cup) with 1 tablespoon brown sugar. Set aside to "bubble up." In a large bowl, combine 4 eggs, oil, $\frac{3}{4}$ cup brown sugar, $2\frac{1}{4}$ cup warm water, salt, and raisins. Add the yeast mixture and stir together. Add flour, alternating a couple cups of white with whole wheat. Use your hands and keep adding flour (you may need a little more), until the dough doesn't stick to your hands. Remove the dough and knead just a couple minutes. Add some oil to the bowl and place dough mixture back in, turning it over so that all sides are coated with oil. Take a towel dampened with warm water and cover the container. Let rise at least 1 hour. Punch down. Divide dough into 6 equal pieces while reciting a bracha (blessing). Next, separate each of the 6 pieces into 3 more pieces. Roll out pieces into long strips and braid. Brush with egg wash (1 whole egg slightly beaten) and sprinkle with sesame or poppy seeds, if desired. Place on an oiled baking pan. Bake in preheated oven at 350° for approximately 20 minutes or until challahs are golden brown and sound hollow when tapped. Makes about 6 loaves.

Note: After my first child was born in Toronto, my friend, Meira, told me it was time to learn how to make challah. "No!" I said, "The recipe is too long, things have to rise!" She came over and made it in front of me and I have been doing the mitzvah ever since. Now she is a grandmother and living in The Old City of Jerusalem.

For more information about *Try It, You'll Like It*, please contact:

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Second-Place Winner

Decade of Dining

Watermelon Gazpacho

from Elizabeth Koenig

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|---|---|
| 2 c. watermelon, diced into ¼-inch pieces, divided | 1 sm. onion, diced into ¼-inch pieces |
| 2 c. orange juice | 2 med. cloves garlic, minced |
| 2 T. extra-virgin olive oil | 1 sm. jalapeño pepper, seeded & minced (opt.) |
| 1 seedless cucumber, diced into ¼-inch pieces | 3 T. fresh lime juice |
| 1 sm. yellow bell pepper, seeded & diced into ¼-inch pieces | 2 T. chopped, fresh parsley, basil, or cilantro |
| | Salt & freshly ground pepper, to taste |

Process ½ cup of watermelon, orange juice, and oil in a blender or food processor until puréed. Transfer to a medium bowl and toss with remaining ingredients. Refrigerate until ready to serve. Can be made several hours before serving. Yields 6 servings.

For more information about *Decade of Dining*, please contact:

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Third-Place Winner

Cedarwood Gumbo

Crawfish or Shrimp Etouffée

from Jennifer Garaudy

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|-------------------------|---------------------------|
| 1 stick butter | 1 T. lemon juice |
| 3 ribs celery, chopped | ½ tsp. salt |
| 3 onions, chopped | ½ tsp. basil |
| 1 bell pepper, chopped | ⅛ tsp. cayenne pepper |
| 3 cloves garlic, minced | ½ tsp. chili powder |
| 3 T. flour | ½ tsp. thyme |
| 2 lbs. crawfish tails | 2 T. minced parsley |
| 1½ c. water | 3-4 green onions, chopped |
| 2 T. tomato paste | |

Melt the butter in a large heavy skillet. Add celery, onions, bell pepper, and garlic and sauté on medium heat until soft. Stir in flour. Add crawfish tails, water, tomato paste, lemon juice, and seasonings. Stir and cook for about 15 minutes. Cover and simmer for 15 more minutes. Stir in parsley and green onions; cover and remove from heat. Serve over hot fluffy rice. **Note:** You can substitute 2 lbs. of shrimp for the crawfish.

For more information about *Cedarwood Gumbo*, please contact:

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