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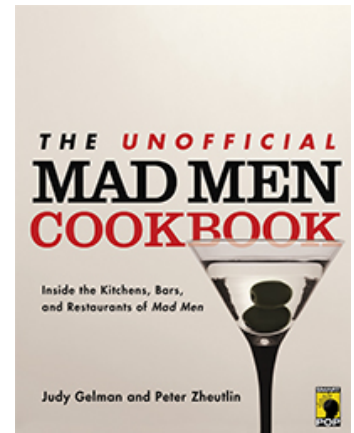
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NEW COOKBOOK ILLUMINATES THE FOOD AND DRINK OF *MAD MEN*

Dine like Draper and Drink like Sterling with Recipes and Show Commentary to Feed a *Mad Men* Appetite

Mad Men may not be back until March 2012, but this December fans can have a taste of the show with *The Unofficial Mad Men Cookbook: Inside the Kitchens, Bars, and Restaurants of Mad Men*, by veteran cookbook author Judy Gelman and writer Peter Zheutlin. It's the fans entrée to the culinary world of *Mad Men*-era New York, available just in time for the holiday and entertaining season.

The book serves up more than 70 recipes for and commentary on the food and drink featured in *Mad Men*, from a gazpacho like the one Betty would have served at her Around the World Dinner, to the steak tartar Don orders at Sardi's while flirting with Bobbi Barrett, to the whiskey sour Don and Lane enjoy at the Playboy Club. Packed with period detail—why is Joan's choice of Blue Hawaii on New Year's so era-appropriate? How did the avocado become popular in America in the sixties, and how did Jackie Kennedy increase the fruit's visibility?—*The Unofficial Mad Men Cookbook* provides invaluable historical and cultural context, tips on throwing a successful '60s cocktail party, and a guide to favored *Mad Men* hangouts that will appeal to history buffs and fans planning *Mad Men*-inspired diner parties alike.



Dine Like a Mad Man Sweepstakes: Prizes Worth Over \$1200!

Five entrants will win meals at some of New York's finest restaurants featured on *Mad Men*! The grand prize is dinner for four at Barbetta, and the runners up will win meals at the Taj Pierre Hotel, the Algonquin Hotel, Keens Steakhouse, or the Russian Tea Room, and a final runner up will win an Utz Party Pack. All winners will also get a signed copy of *The Unofficial Mad Men Cookbook*. Enter from December 6, 2011 – March 6, 2012 at facebook.com/unofficialmadmencookbook.

The Unofficial Mad Men Cookbook includes a full color 16-page insert with photos of the food from the recipes inside, plus additional black and white photos, food-related advertising material, and other images from the 1960s. It also includes recipes from the bars and restaurants that appear on the show.

Join *The Unofficial Mad Men Cookbook* Online

Visit our website at: <http://unofficialmadmencookbook.com/>

Become a fan on Facebook to get three free recipes: [facebook.com/unofficialmadmencookbook](https://www.facebook.com/unofficialmadmencookbook)

Follow us on Twitter: @DineLikeDraper

About the Authors

Judy Gelman is co-author of *The Book Club Cookbook* (Penguin, 2004), *The Kids' Book Club Book* (Penguin, 2007), and *Table of Contents* (Adams, 2010). She speaks about cooking, food, and reading to book and food enthusiasts across the country.

Peter Zheutlin is the author of *Around the World on Two Wheels: Annie Londonderry's Extraordinary Ride* (Citadel Press, 2007) and the co-author of several other non-fiction titles. Mr. Zheutlin has also written for *The Boston Globe*, *The Christian Science Monitor*, *The Los Angeles Times*, *The New England Quarterly* and numerous other publications in the U.S. and abroad.

About Smart Pop

Smart Pop is the pop culture imprint of Dallas-based publisher BenBella Books. Our mission is to publish smart, fresh nonfiction titles on television, books, and film. You can find more online at smartpopbooks.com.

Book Details:

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Toll-free number for orders only:

1-800-343-4499. orderentry@perseusbooks.com.

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