

**FOR IMMEDIATE RELEASE**  
**Publication Month: April 2010**

Publicity Contact: Nicole De Jackmo  
Senior Publicist  
Tel: (215) 567-5374  
E-mail: Nicole.DeJackmo@perseusbooks.com

*New from Marlene Koch:*  
**EAT WHAT YOU LOVE**  
**More Than 300 Incredible Recipes Low in Sugar, Fat, and Calories**

Known as a “magician in the kitchen,” **Marlene Koch, R.D.**, has combined her love of food, her extraordinary culinary skill, and her background in nutrition in her newest book **EAT WHAT YOU LOVE: More Than 300 Incredible Recipes Low in Sugar, Fat, and Calories** (Running Press; April 2010; \$29.95). Koch passionately believes that good health need not come at the expense of the foods we love and in **EAT WHAT YOU LOVE** she shows everyone, no matter what their diet, exactly how to enjoy their favorite foods guilt-free!

It’s no secret that American’s love to eat! But our fondness for food comes with a hefty a price – two-thirds of American’s are overweight and seventy-five million are estimated to have pre-diabetes or type 2 diabetes. The good news is that most American’s *want* to eat healthier. But changing ones unhealthy eating habits is not easy—especially given the addictive nature of sweet, rich and salty foods. In **EAT WHAT YOU LOVE** Marlene delivers better health one delicious bite at a time, eliminating deprivation and guilt, as she provides home cooks over 300 easy-to-make recipes for America’s favorite foods—from thick milkshakes, cheesy tuna melts and Caesar salad to perfect cupcakes and creamy cheesecake—for under 350 calories.

Moreover, Marlene intimately understands how difficult it can be to cook for a family when faced with today’s health concerns—from diabetes and heart health to weight control— as each is present in her own large family. With this personal understanding, and her advanced expertise in child and adolescent weight management, Marlene has ensured that **EAT WHAT YOU LOVE**’s unique one-size-fits all recipes can be enjoyed by *everyone*. As a busy mom, Marlene has made sure that her recipes are as quick (most under 30 minutes), as they are flavorful, organizing them into 17 chapters ranging from “Super Smoothies and Shakes” and “Breakfast Entrée” to “Great Pasta-Bilities” and “Sensational Side and Entrée Salads.” Amazing recipes include:

- **Vanilla Cake Batter Milkshake:** A take on a Cake ‘n Shake milkshake from Cold Stone Creamery® this creamy milkshake boasts only 175 sweet calories and no-added sugar compared to 1140 calories, 60 grams of fat and a staggering 26 teaspoons of sugars.
- **Chicken Fajita Pasta:** Just one of sixteen “perfectly proportioned” pasta dishes that combines healthy pasta with lean protein, lots of nutritious veggies, and a super sauce to put pasta back on any table—even when those at it are limiting carbs.

- **Crab Cakes with Mustard Dill Sauce:** The nutritional content in these seaside favorites is hit or miss in restaurants when every chef's use of crabmeat and filler varies, so Marlene has created a recipe where the crab shines and its light sauce adds the perfect touch, boasting a mere 6.5g of fat as compared to 32g at Ruby Tuesday's®.
- **Unbelievable Chocolate Cake:** Believe it or not, Koch has found a way to keep chocolate cake on the menu in a surefire recipe that uses just one bowl, takes no more than 10 minutes to whip up, and clocks in at only 160 calories per slice.

While Marlene's **Dare to Compare** feature will keep readers entertained with her comparisons of her recipes to popular restaurant and traditional favorites (a restaurant Chicken Caesar salad has 990 calories and 75 grams of fat. Marlene's Everyday Chicken Caesar has only 325 calories), **EAT WHAT YOU LOVE** is unique not only in its recipes' extraordinary nutritional value but also in its attention to the science behind healthy, weight loss and diabetes diets. Prefacing her recipes, and throughout the book Marlene carefully and accessibly explains dietary basics and better-for-you choices ensuring her readers' complete understanding of dietary terms as well as the health risks associated with what we eat. Nutritional analysis goes above and beyond with the inclusion of food exchanges, carbohydrate choices, and weight watcher point comparisons, while companion web support offers readers personalized nutrition tools and sample menus that support weight loss and blood sugar control at various caloric levels.

With **EAT WHAT YOU LOVE**, Marlene Koch proves that everyone, no matter what their diet, can enjoy the foods they love. Her quick and easy family pleasing recipes combine expert nutrition know-how and great taste virtually eliminating the need for "diet" foods. **EAT WHAT YOU LOVE** is the ideal cookbook for today's families and conscious eaters. With copious tips and tricks that reveal how to create tasty "guilt-be-gone" recipes—**EAT WHAT YOU LOVE** will make every home cook feel like a magician in the kitchen.

### **ABOUT THE AUTHOR**

"Magician" **Marlene Koch** is a registered dietitian and bestselling cookbook author known for her amazing ability to create healthy, yet unbelievably delicious recipes. Marlene's a customer top-rated regular guest on QVC and her books and better-for-you recipes have been featured from the "Today Show" to the "Food Network". A popular nutrition educator, she holds a nutrition degree from U.C.L.A., advanced training in child and adolescent weight management, and is a regular contributor to healthy eating and diabetes publications and websites. She resides in California with her food-loving family.

### **ABOUT THE BOOK**

**EAT WHAT YOU LOVE: More Than 300 Incredible Recipes Low in Sugar, Fat, and Calories**  
By Marlene Koch

Publisher: Running Press

Publication month: March 2010

Price: \$29.95; ISBN: 978-0-3432-9

For more information, visit [www.runningpress.com](http://www.runningpress.com) and [www.marlenekoch.com](http://www.marlenekoch.com)