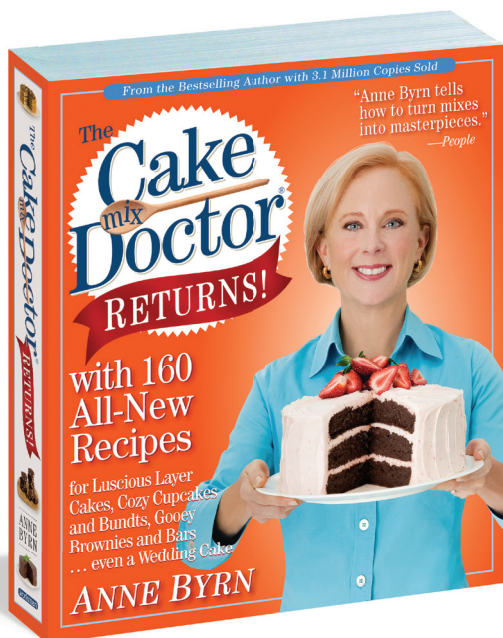


FOR IMMEDIATE RELEASE

Contact: Selina Meere 212-614-7505 • selina@workman.com



THE CAKE MIX DOCTOR® RETURNS!

With 160 All-New Recipes for Luscious Layer Cakes, Cozy Cupcakes and Bundts, Goopy Brownies and Bars... even a Wedding Cake

By Anne Byrn

OCTOBER 2009

Workman Publishing
Paperback
512 pages
978-0-7611-2961-5
\$15.95



Batman returned. The Mummy returned. Even Transformers returned. But none of these compare to the return of *The Cake Mix Doctor!*

In *THE CAKE MIX DOCTOR RETURNS!* (Workman; October 2009; \$15.95) Anne Byrn takes bakers boldly forward with 160 all-new, fast and foolproof recipes to transform ordinary cake mix into extraordinary cakes. Plus she offers up 23 new frostings.

Ten years ago the original *Cake Mix Doctor* was published and quickly developed a vibrant online community. Bakers, eager to keep cakes in their kitchens even though they had less time, sought Anne's brilliant ideas on easy baking. As the years went on, the website evolved into an interactive exchange of recipes, ingredients, and tips.



The sharing of ideas between Anne and her fans, along with the many requests for specific recipes, became the springboard for *THE CAKE MIX DOCTOR RETURNS!*

A flavorful collection, *THE CAKE MIX DOCTOR RETURNS!* further demonstrates how items from the pantry shelf, when added to a bowlful of cake mix, yield the moistest, gooiest, richest, most delectable cakes, brownies, bars, cookies, muffins, and cupcakes:

- Use buttermilk and sour cream for greater moisture and richness.
- Boost flavor with cocoa powder, peppermint extract, lemon zest, or lemon yogurt.
- Instead of water, use orange juice, canned pumpkin, or a leftover cup of coffee.
- Cut down on oil by increasing the amount of other liquids, like water or a fruit puree.



In addition to developing new recipes, ten years on the road meeting fans and other food writers has taught Anne a few things. She shares her new and improved tips in helpful sidebars throughout the book, including:

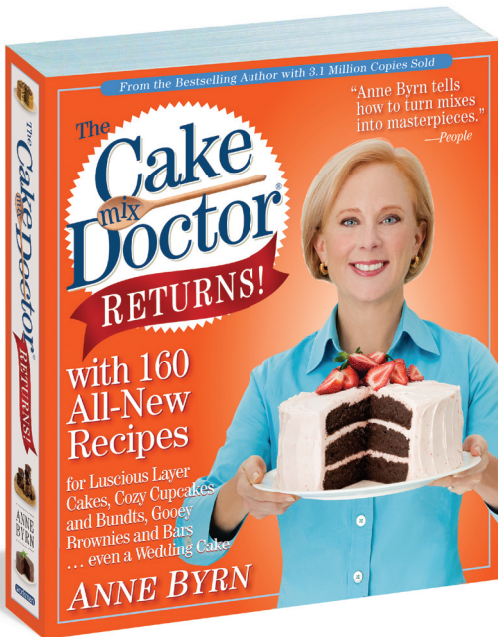
- How to Use a Different Shape or Size Pan (p. 12)
- 10 Secrets for Sensational Cakes (p. 16)
- High Altitude How-To (p. 20)
- Dress Up a Sheet Cake (p. 307)
- How to Turn a White Cake Mix into a Chocolate Cake Mix (p. 332)

And perhaps most importantly, she listened to the most frequently asked question and developed a Wedding Cake (p. 149) that uses two boxes of cake mix and serves 45.

THE CAKE MIX DOCTOR RETURNS! is a magical addition to every baker's kitchen.

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FIND HER IN A CITY NEAR YOU!

October 3	Nashville
October 7	New York City
October 10	St. Louis
October 17	Cincinnati
October 18	Dayton
October 23	Fort Worth
October 24	Dallas
October 24	Plano
October 26	Houston
October 29–30	Atlanta



November 2	Louisville
November 3	Lexington
November 8	Pittsburgh
November 10	Memphis
November 11	Oxford, MS
November 14	Athens, TN
November 14	Chattanooga
November 18	Salt Lake City
November 19	Denver

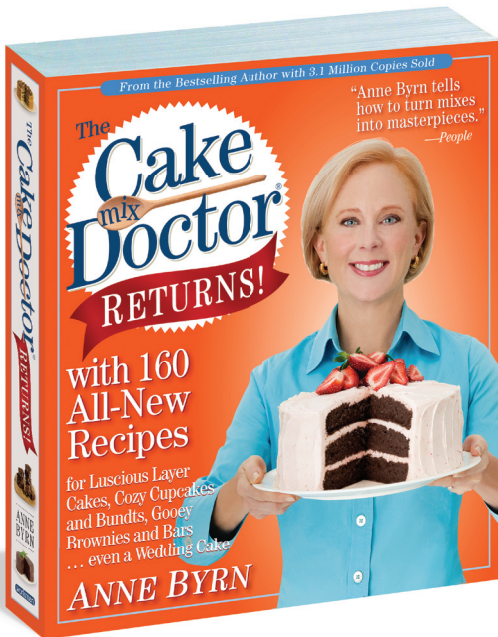
December 1	Raleigh/Cary, NC
December 2	Grand Rapids
December 3	Chicago
December 7	Montgomery
December 8	Birmingham



February 13	Columbia, SC
February TK	Jacksonville
February TK	Sarasota
February TK	Tampa

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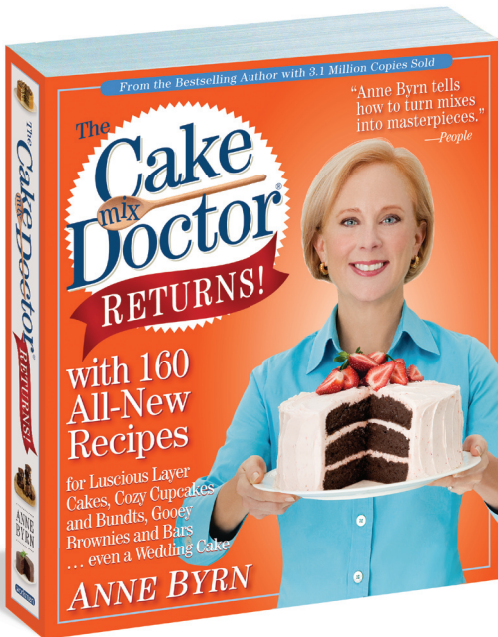


A Year of Cake from THE CAKE MIX DOCTOR RETURNS!

- JANUARY** A Lighter Susan's Lemon Cake
A Lighter Stacy's Chocolate Chip Cake
- FEBRUARY** Double Chocolate Kahlúa Cake
Favorite German Chocolate Cake
- MARCH** Baileys Irish Bundt Cake
Fresh Orange Birthday Cake
- APRIL** Strawberry Refrigerator Cake
Strawberry Cheesecake Cupcakes
- MAY** Margarita Cake
Chocolate Cake with Chocolate Mint Ganache
- JUNE** A Basic and Beautiful Wedding Cake
Key Lime Cheesecake
- JULY** Blueberry Muffin Crumble Cake
Pineapple Coconut Bars
- AUGUST** A New Zucchini Cake with Penuche Icing
Cake Mix Cinnamon Rolls
- SEPTEMBER** Bake Sale Caramel Cupcakes
Angel Food Macaroons
- OCTOBER** Apple Cider Cake with Cider Glaze
Slow Cooker Brownie Peanut Butter Pudding
- NOVEMBER** Pumpkin Spice Cake
Goopy Pecan Pie Brownies
- DECEMBER** Holiday Eggnog Cake with Apricot Filling
Gingerbread Spice Cake with
Lemon Cream Cheese Frosting



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MEET THE CAKE MIX DOCTOR

ANNE BYRN is an award-winning food writer and author of the *New York Times* best-selling *The Cake Mix Doctor*, and its sequels *Chocolate from the Cake Mix Doctor*, *The Dinner Doctor*, *Cupcakes from the Cake Mix Doctor*, and the *What Can I Bring? Cookbook*. These cookbooks have more than 3 million copies in print, and *USA Today* called the first book the bestselling cookbook of 2000.



Byrn's career began when she was hired by *The Atlanta Journal* and *The Atlanta Constitution*. By the end of her 15-year tenure the weekly *Food Guide* had grown to a 30-page section. It was named the Best Section by the Newspaper Food Editors and Writers Association (now the Association of Food Journalists) in 1992.

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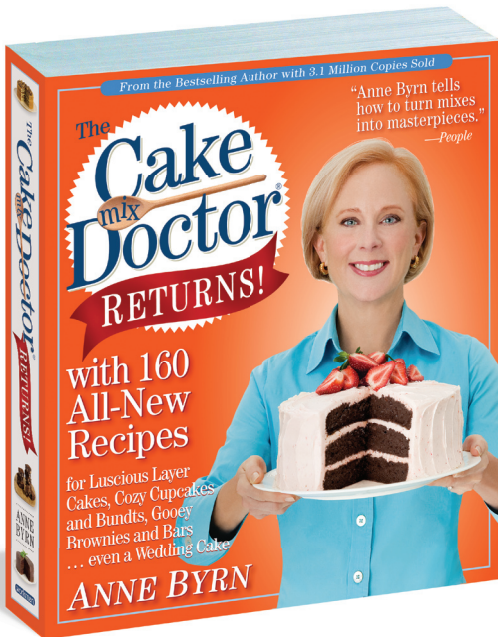
While in Atlanta, Byrn was the newspaper's restaurant critic for three years, hosted a weekly food and restaurant show on WGST-Radio and authored her first book, the popular *Cooking in the New South*. She received a 6-week advanced certificate from La Varenne Ecole de Cuisine in Paris. She also won the Maria Luigia Duchessa di Parma first-place award for food writing on an Italian subject. In addition, Byrn was the food writer for *Art Culinaire*, an upscale hard-back quarterly publication.

In 1993 Byrn moved to England for a year where she wrote freelance articles on food and travel. She moved to Nashville in 1994, a homecoming since Byrn is a Nashville native and a fifth-generation Tennessean. For several years she was the food writer for *The Tennessean*, where Byrn wrote the story on how to doctor cake mixes that generated such tremendous reader interest that she developed it into *The Cake Mix Doctor* cookbook.



Byrn, a cum laude graduate from the University of Georgia, received the university's Emily Quinn Pou Professional Achievement Award in 2003. Byrn has been featured in *People* magazine, *The Washington Post*, *The New York Times*, *The New York Times Magazine*, *Los Angeles Times*, *Chicago Tribune*, *Southern Living*, *Publishers Weekly*, and many other publications. She has appeared on *Good Morning America*, *Later Today*, *CNN*, *The Food Network*, and *QVC*. She has taught cooking classes across the country.

Byrn and her husband have three children, ages 11, 15, and 19. In her spare time she enjoys tennis, gardening, and traveling with her family.



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A Conversation with ANNE BYRN



Q. What have been the biggest changes in cake baking in the last 10 years?

A. I have seen a couple of interesting changes. My first book was all about using the mix and adding ingredients from your kitchen that would improve the flavor and texture of the cake mix. Nowadays people are quite comfortable with this concept and are doctoring recipes on their own. They are looking for smaller cakes, ways to bake mini Bundts and cupcakes and half a cake recipe for smaller families and to just have less cake “sitting around.” Cakes are still celebratory but they are less every-night. The bakers are changing, as older bakers are baking less and younger bakers are taking over. Families with small children do the most baking—that’s not surprising—but I’ve seen more e-mails and questions from teenage cake bakers and 20-something bakers who baked cakes through college. This go-around the cakes are coming out of the home kitchen as home baking is now back in style. On my first book tour my cakes were compared to bakery cakes as in, “Would you bake or buy?” People are buying fewer cakes and baking more at home and this method of baking, being fast and foolproof, is accessible to everyone.

Q. Sharing stories that go with recipes is a hallmark of your cookbooks. Do you have a favorite cake story from the new book?

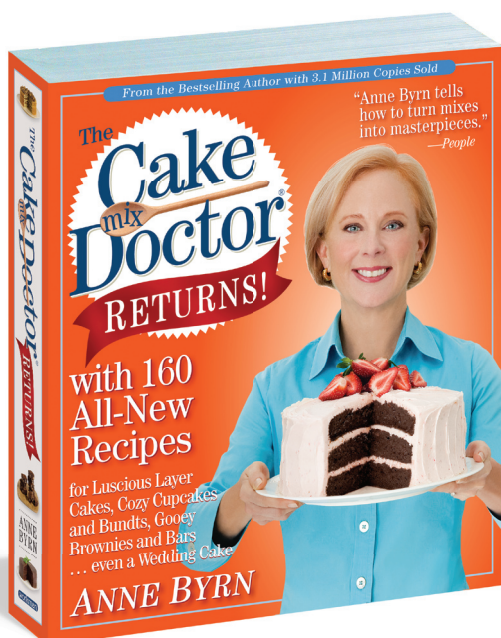
A. Recipes are so much more than a method for combining ingredients. They are a story in themselves because they involve people, human nature, and emotions. I’ll be honest and say I am not efficient in recipe filing. When it came time to write this book, my recipes were stashed online and in files. After finding them all, years of conversations and appearances and meetings came back as I looked at recipes written on paper napkins, sticky notes, and business cards. One such recipe was for Nancy’s Cinnamon Swirl Coffee Cake. My late mother had scribbled it on the back of a bridge score sheet. Her friend Nancy Bradshaw of Nashville had made this coffee cake for a bridge game they played together. Then the memories of that afternoon conversation came back to me. My mom and I were standing in the kitchen and she was telling me about this great coffee cake and how I should put it in my next book. I remember how enthusiastic she was about that cake. So I baked it and my house filled with the aroma of cinnamon and the memories of my sweet mom, and I wondered what had taken me so long.

Q. If children were voting for the easiest and most kid-friendly cakes, which of your recipes would earn a blue ribbon?

A. Without a doubt, they’d award a blue ribbon to the Chocolate Chip Layer Cake, Cinnamon Streusel Layer Cake, Hot Lemon Poke Cake, and Fast Fixing Chocolate Chip Cake. An honorable mention for craziness would go to recipes with surprises inside—the Peanut Butter Cookie Dough Cupcakes, Cream-Filled Chocolate Cupcakes, the Goopy Pecan Pie Brownies, and Fudge Brownie Pound Cake. For young children just learning how to bake I suggest making any of the cookies that start with a cake mix.

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Q. What's your advice for the mom who is pressed for time but wants to bake a special cake for the family dinner?

A. Bake a sheet cake because you only have to prep the 13 by 9-inch pan with vegetable oil spray or line it with parchment paper. Pour the batter in the pan and let the cake bake while you prepare dinner. No need to turn the cake out onto a rack to cool. Just let it cool in the pan and serve with a sprinkling of confectioners' sugar or a scoop of vanilla ice cream. My family favorites would be Chunky Applesauce Cake, Hummingbird Cake, Banana Chocolate Chip Cake, or Old-Fashioned Chocolate Sheet Cake.

Q. What are the top ten Cake Mix Doctor recipe favorites of all time?

A. Visit my website—www.cakemixdoctor.com—and it would be tough to find ten favorites because so many cakes are discussed, reviewed, and tweaked to the liking of my readers. And I love this! But based on the feedback I have received, I'll bet the cakes are (in no particular order):

1. Darn Good Chocolate Cake
2. Stacy's Chocolate Chip Cake
3. Honey Bun Cake
4. Chocolate Peanut Butter Bars
5. Susan's Lemon Cake
6. Banana Cake with Quick Caramel Frosting
7. Strawberry Cake
8. Orange Dreamsicle Cake
9. Marbled Cream Cheese and Kahlúa Brownies
10. Kathy's Cinnamon Breakfast Cake



Q. What are the three most common mistakes cake bakers make?

A. They don't read through the recipe first before beginning, they think all pans are alike, and they don't know if their ovens are baking at the right temperature. Do a quick read-through of the recipe before you begin to make sure you have all the ingredients needed and that you know everything, from how long it bakes to how long it needs to cool. I prefer metal baking pans that are shiny and prepped with vegetable oil spray or shortening and flour. If you use darker pans, they will make the edges of your cake dark. And using a vegetable oil spray with propellants (alcohol) will make the sides even darker. As for your oven, if recipes are baking faster than the recipe suggests, it may be running hot. Have it professional checked out and recalibrated.

Q. Why has cake baking remained so popular?

A. Because cakes are celebratory foods that are meant to be shared. They are with us at those important times, the rites of passage in our lives—birthday parties, graduations, weddings, anniversaries, even deaths. They are on holiday tables and our families remember that special cakes are prepared for certain seasons, on Easter, at the Fourth of July potluck, for Thanksgiving, and Christmas, for example. Cake baking is popular because the home-baked cake is most highly revered. Bakery cakes may be fancy but homemade cakes come from the heart.

Q. What is the difference between this book and the original *Cake Mix Doctor*?

A. From the seemingly subtle places on the page to take notes, to tips and tricks for frosting and prepping pans, to prettier photos of every recipe, to readers tweaking my classic recipes, to a beautiful wedding cake—these are some of the ways this book is different from the first *Cake Mix Doctor*. Plus, there are 160 new recipes.