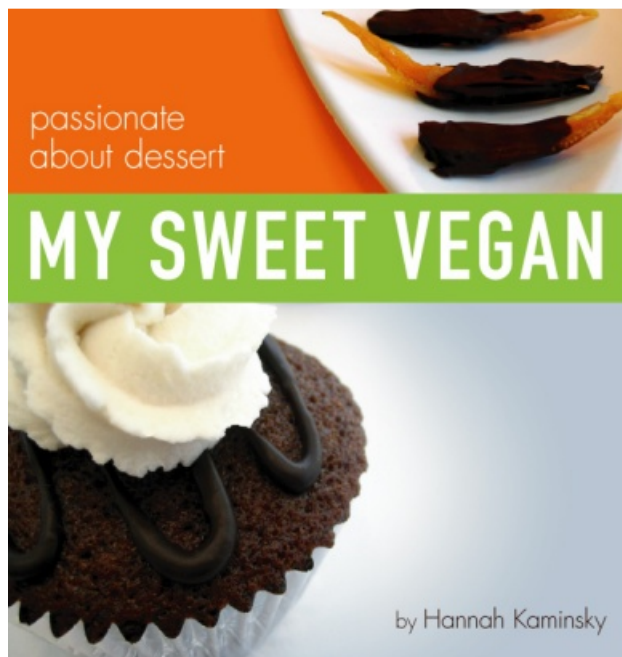


NEW INDULGENT DESSERT COOKBOOK



MY SWEET VEGAN by Hannah Kaminsky

My Sweet Vegan is a triumphant inspiration! Anyone with a sweet tooth will instantly fall in love with Hannah's scrumptious desserts. This is a must-have book for dessert lovers everywhere.

*Julie Hasson, vegan chef and author of
300 Best Chocolate Recipes*

Dessert lovers prepare to rejoice as My Sweet Vegan has arrived! Covering virtually every craving, this wonderful collection of dessert recipes is the ultimate sweet tooth solution.

Readers will be amazed and delighted by the diverse range of desserts, including Butterscotch Blondies to brighten lunchboxes, Root Beer Float Cupcakes to elicit smiles at birthday parties, Pumpkin Pecan Pie to deliver holiday cheer, and the author's award winning Mocha Devastation Cake for the sophisticated palate.

As if the mere suggestion of these recipes were not enough, My Sweet Vegan is a full color cookbook. An actual photo of the finished product accompanies each recipe.

Vegan cookbooks are no longer limited to a niche market, as curious and health-conscious consumers are recognizing their value. Nonetheless, many lackluster publications fail to break out of the dry and tasteless vegan stereotype. My Sweet Vegan takes a grand departure from the norm, as a cookbook with such visual and content appeal that vegans and non-vegans alike will be enticed to pick up a copy.

Title:	My Sweet Vegan: passionate about dessert
Author:	Hannah Kaminsky
Photographer:	Hannah Kaminsky
Publisher:	Fleming Ink
Publishing Date:	November 2007
Number of Pages:	184
Recipes:	77 recipes with full color photos
Photographs:	91 full color photos
Size:	8.5" (w) x 9.0" (l) x .57" (spine)
Binding:	Paperback - Perfect Bound
ISBN:	978-0-9791286-1-5
Retail Price:	\$22.95

THE DEBUT OF A TALENTED YOUNG AUTHOR

A kitchen and artistic prodigy, the author, Hannah Kaminsky, is just eighteen years of age, and currently beginning her first year of university. She is both the author and sole photographer for My Sweet Vegan.

During her senior year in high school, Hannah successfully juggled her schoolwork, the production of My Sweet Vegan, and her various crafting projects, which she shares almost daily on her blog, Bittersweet (bittersweetblog.wordpress.com). Beyond baking, Hannah's hobbies include writing, photography, knitting, and crocheting, just to name a few.

Surprisingly, her work shows little evidence of her youth. Hannah's recipes contain flavors and textures that will appeal to even the most discerning of taste buds. Spanning the generations, she shares unique vegan recipes for everything from kid-friendly Whoopie Pies to a brilliant Green Tea Tiramisu.



Taking vegan sweets from ordinary to extraordinary, Hannah Kaminsky surely is One Sweet Vegan! Hannah shows her boundless creativity, dishing up exciting flavor combinations in baked goods and desserts that will delight vegans and non-vegans alike. Get your sweet tooth ready, it's in for a treat!

Dreena Burton, best-selling author of [Vive Le Vegan!](#), [The Everyday Vegan](#), and [Eat, Drink and Be Vegan](#)



Hannah is hopeful that My Sweet Vegan will help to support the college education she has just begun, but she also views it as the first major milestone in her career. With her second cookbook already underway, we are eager to see what heights this talented young individual will reach.

WHO WILL ENJOY MY SWEET VEGAN?



By 2006 the vegan industry had already accelerated to a \$2.8 billion plus market. Yet the target audience for My Sweet Vegan extends well beyond those who follow a vegan lifestyle. Addressing the “missing link” in the vegan diet, My Sweet Vegan tackles indulgence with ease, allowing it to directly compete with any dessert cookbook on the market. The diverse array of recipes will easily appeal to taste buds first, and diets second. A sampling of the audiences who will enjoy My Sweet Vegan include:

Amateur Bakers and Confectioners – From the quick and easy Coconut Fudge to the more daring Pumpkin Toffee Trifle, home cooks of all levels will marvel at both the simplicity and the adventurousness that My Sweet Vegan has to offer.

Anyone with a Sweet Tooth – While ordinary vegan cookbooks may not arouse the curiosity of your average omnivore, desserts have a much more powerful pull on our appetites. Anyone who craves sweets will be enticed by the provocative photos and a general intrigue by the idea that such voluptuous desserts could be free from dairy and eggs.

Health Conscious - In an effort to cut cholesterol, reduce saturated fat, lose weight, and fend off diabetes, many consumers are looking toward vegan options while seeking to maintain the enjoyment of their prior diet. My Sweet Vegan is a naturally cholesterol-free publication, and offers many reduced fat options.

Gift Givers – With a modern matte finish and over ninety full-color photos, My Sweet Vegan is the perfect foodie gift for the holidays, or any time of year.



Parents and Grandparents of Teens and Young Adults – My Sweet Vegan is not only a fabulous cookbook, but a wonderful young success story to be shared among families.

Lactose Intolerant - Dairy-free “cheesecakes” and other sinful sounding recipes will entice the 30 to 50 million lactose intolerant consumers.

Food Allergy Moms - My Sweet Vegan is completely egg and milk free, plus a food allergy index in the back indicates which recipes are also peanut, tree nut, wheat, soy, and/or gluten-free.

Vegetarians - Many vegetarians dabble in vegan cooking, deterred mostly by dairy-laden desserts. The curiosity of such rich vegan options will be impossible to resist.

Vegans – Last but not least, following in the footsteps of Vegan Cupcakes Take Over the World, My Sweet Vegan will serve to be another iconic vegan cookbook.