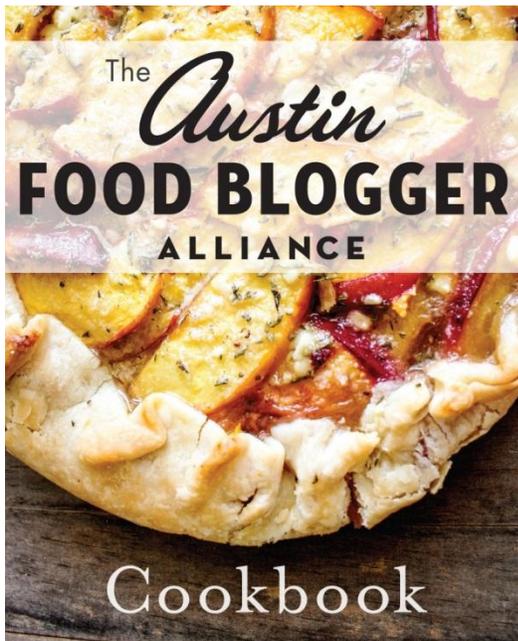


Austin Food Blogger Alliance Announces First Cookbook

The organization asks supporters to purchase a book through an online pre-sale to offset publishing costs

Austin, Texas (February 6, 2013) — [The Austin Food Blogger Alliance](#) (AFBA), a non-profit organization of Austin food bloggers, will publish a community cookbook in April 2013. The cookbook, one of the first community cookbooks written by food bloggers, will be published by [The History Press](#) as part of the “American Palate” series.



“We are proud to be creating one of the first community cookbooks that has been written by a group of food bloggers, and we think this is an example of the next evolution of food blogging, said Natanya Anderson, AFBA president. “While individual bloggers have published books, we’re unique in that this is a group effort and that we are brought together by the bond of location as much as by the love of food blogging.”

The cookbook has been put together by 70 members of the Austin Food Blogger Alliance, who contributed their recipes, photos, writing, design, recipe-testing, and organizational skills to the project. The cookbook will include 100 recipes and stories, a dozen essays about Austin food culture, and more than 70 color photographs.

“We’ve been working on this cookbook for over a year – we first began discussing it in late 2011 – and it truly has been a labor of love,” said Addie Broyles, AFBA Advisory Council Chair, and the board member who has been spearheading the cookbook project. “It’s been really fun to learn how to write better recipes, test them properly, photograph them, and put together a cookbook from start to finish.”

In late January, the organization launched a [pre-sale campaign](#) to raise enough money to buy a bulk quantity of books at a discount to sell back to the community, and to support the organization. Supporters can pre-order the cookbook through the [PayPal link](#) on the [Austin Food Blogger Alliance homepage](#). Books cost \$25, with those buying five or more through the pre-sale paying just \$20 per book (before tax).

Proceeds from AFBA cookbook sales will support the work of the Alliance, which includes classes,

events and philanthropy. Over the past two years, The AFBA has raised a total of over \$6,000 for two local non-profit organizations -- [SafePlace](#) and [Bake A Wish](#).

"The History Press is excited to be part of the Austin Food Blogger Alliance's first cookbook," said Becky LeJeune, Commissioning Editor for the History Press. "As part of the American Palate series, the cookbook illustrates the evolution of Texas and Austin food culture, providing a unique look at today's trends."

In addition to *The Austin Food Blogger Alliance Cookbook*, The History Press has signed contracts with AFBA members Tiffany Harelik of [Trailer Food Diaries](#) (a series of Trailer Food Diaries cookbooks), Eli Castro of [Grubbus](#) (*Austin Food: The Story of a Local Eating Revolution*), and Melanie Haupt of [My Rubberbandball](#) (a history of Austin as told through its restaurants), to contribute Austin-centric books to its American Palate series.

[Cooking PlanIt](#), a cooking app that gives step-by-step directions to cooks to create dinners, is the sponsor of the AFBA Cookbook.

The Austin Food Blogger Alliance was founded in 2011, and its membership has grown to include almost 150 Austin food writers. Bloggers in Austin and the surrounding areas are [encouraged to apply](#) to the AFBA. In order to be accepted, bloggers must have, or contribute to a blog, with at least two pieces of original content about a food related topic each month for at least the four most recent consecutive months leading up to their application.

Related:

- [Addie Broyles three-minute video about the cookbook pre-sale](#)
- [AFBA Membership Blog Roll](#)
- [@atxfoodblogs on Twitter](#)
- [AFBA on Facebook](#)
- [AFBA on Google+](#)
- [AFBA on Pinterest](#)

Mission Statement

The Austin Food Blogger Alliance is a 501©7 non-profit organization formed in 2011 with the purpose of working together to set a standard of transparency and fairness for ourselves and our peers by adhering to a code of ethics. The organization supports, encourages and educates each other and the community at large through classes, social fellowship events, and philanthropy.

Media Contact:

Jodi Bart, AFBA Communications Chair

media@austinfoodbloggers.org

512-657-8297