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### --== THE SPEED READER No. 3 ==--

You are receiving this email from Ten Speed Press because you purchased a book or subscribed on our website. To stop receiving our emails, see the bottom of the email to unsubscribe.

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Hoo HA! Now that we've made it to our third newsletter, it is time for us to pause and reflect on seven months of dedicated service in the name of literacy. Four out of five kids in America grow up not knowing how to read, and it has therefore become the mission of Ten Speed to provide books that have fewer words. JUST KIDDING! SCROLL TO THE BOTTOM AGAIN TO FIND OUT HOW TO WIN MORE FREE STUFF!! WOO-WEEEE!!! And now it is with great pride and honor that we present to you this, the third volume of The Speed Reader.

### --== IN THE LIMELIGHT

#### *Cooking*

Ten Speed Press is pleased as pumpkin pie to announce the cookbook to shelve all other cookbooks. COOKING, by the great James Peterson, is the only kitchen guide you'll ever need.

In this timeless, all-purpose reference, James Peterson--one of the country's most revered cooking teachers--provides the confidence-building instructions home cooks need to learn to cook consistently with ease and success. COOKING is the only all-in-one cookbook that details techniques that cooks need to master, teaches basic recipes--from the perfect roasted chicken to bouillabaisse to apple pie--and includes hundreds of photos to drool over.

Fear not the kitchen or its wares...

### --== NEW RELEASES

Get wild this fall with three new books from the animal kingdom  
New Releases from Ten Speed Press, Tricycle Press, Celestial Arts, and Crossing Press!

#### *What Shat That?* by Matt Pagett

Moose poop is hard to avoid in Alaskan souvenir shops. Gazelle crap was used as hair tonic in ancient Egypt. South American giant otters use a communal latrine. Aardvarks bury their droppings to fertilize their favorite fruit. Aphid poo is called "honeydew," which ants love to sip. A dung beetle's ownfeces aren't all that interesting. And at 0.000007874 inches, plankton turds are the smallest in the world. Pocket-sized, informative, and entertaining, WHAT SHAT

THAT brings excitement to excrement with 112 jam-packed pages of poo in all its smelly splendor. [More]<<link>>

*Where in The Wild?* by David Schwartz and Yael Schy (ages 4 - 8)

Can an animal hide in plain sight? Tricycle Press says "yes!" and proves it with *WHERE IN THE WILD*, a dazzling new nonfiction book from husband-and-wife team David Schwartz (author of *G is for Googol* and *How Much is a Million*) and Yael Schy. Artful photos by award-winning photographer Dwight Kuhn show ten camouflaged creatures, while playful poems offer clues about each animal's identity. Think you've spotted one? Lift one of ten gatefolds to find out if you were right. Naturalist notes accompanying each spread help readers learn about the animals featured--Why do fawns have spots during their first year of life? What makes a spider crab so good at ambushing its prey? [More]<<link>>

*Furry Logic: Wild Wisdom* by Jane Seabrook

The latest collection to join the bestselling series, *FURRY LOGIC WILD WISDOM* presents a new medley of adorable animals from the tip of expert watercolorist Jane Seabrook's tiny paintbrush. Impalas, pandas, penguins, and more share wild wisdom in the form of biting funny-yet-heartwarming quotations that give a hilarious spin on life's big--and not so big--questions. The result is a captivating and satisfying keepsake that can be enjoyed time and time again, whether shared with others as an uplifting and cherished gift or just whenever a pick-me-up is needed. [More]<<link>>

--== **FEATURED RECIPE:** Mayan Mocha

The following recipe is reprinted from *Mocha* by Michael Turback. For more information and recipes from *Mocha*, go to [www.tenspeed.com](http://www.tenspeed.com)<<link>>.

MAYAN MOCHA

(Recipe from David Blaine, Latah Bistro, Spokane, Washington)

The idea of combining sweet and heat has been around since the Mayans first stirred honey and chiles into their chocolate potations. "Chocolate and coffee in raw form only hint at what they can do together," says Chef Blaine, who combines ancient Mayan ingredients with modern Hispanic influences, including cinnamon, nutmeg, and cream, for a rich, full flavor and an intoxicating aroma. He chooses an espresso with hints of caramel and chocolate to reinforce flavors and temper the sweetness in a drink that becomes an anthropological study in a cup.

2 tablespoons Guittard Sweet Ground Chocolate  
1 teaspoon ground cinnamon  
1/8 teaspoon ancho chili powder  
pinch of freshly grated nutmeg  
1 tablespoon honey  
8 ounces of half-and-half  
2 ounces espresso

In a large mug, add the chocolate, cinnamon, chili powder, nutmeg, and honey. Gently steam the half-and-half and pour over the chocolate/spice mixture. Stir to combine. Add the espresso, and stir to combine.

Makes 1 serving

--== **KNOW YOUR TEN SPEEDER** - Toni Tajima, Art Director

**Well hullo, Toni. What does your job entail? (And what can customers look for to find your handiwork?)**

Art directing and designing book interiors, jackets, and covers. If you want to know which ones you just have to check out the credit on the copyright page or on the back flap of the jacket.

**What is your favorite Ten Speed book (any imprint) and why?**

*Super Natural Cooking* by Heidi Swanson (Celestial Arts). I loved working on this book from start to finish. Working with an author who is also a talented photographer and designer, as well, made my job that much more enjoyable as a designer.

**Read any good books lately?**

Well, I'm currently reading *Hells Angels Into the Abyss* by Yves Lavigne. I'm not sure I would classify it as "good," but *The Globe and Mail* wrote: "[Lavigne is] the journalistic equivalent of Batman." Hard to resist.

**What's your favorite Ten Speed story?**

There's over 17 years worth of stories I'd have to narrow down--but there was something that happened at the last Christmas lunch that might be my boyfriend's favorite Ten Speed story. [Ed note: At the Ten Speed holiday party at Lalime's Restaurant in Berkeley, Toni's boyfriend - - who we'll call Elvis to protect his identity-- rode up on his bitchin' black motorcycle to pick her up. Toni went outside to hop on, but since the walls were glass, everyone had a view of the cooler-than-cool couple, and began whistling, cheering, and I think I heard a howl or two.]

**Have any good pet stories?**

Once again, "good" is subjective. This is probably a "bad" pet story. I drove my 2 dogs, Cleo and Nanuk, up to a park in the hills and 2 people on horseback rode by us as I was driving. My dogs had never seen horses before. As soon as we got out of the car they took off with me trying to hold on (they were both 100+lbs Alaskan Malamutes). Like a cartoon, they ran around either side of a tree and all I could do was let go of the leashes before I smacked face first into the tree. Not good.

**Alligator wrestling?**

Fight Club Ten Speed-style. Doesn't that happen down in the catacombs? [Ed note: for reference to the Ten Speed catacombs, see "Know Your Ten Speeder" from issue #1]

**How many rings do you own?**

Who knows? But I've been wearing the same 12 for a while now.

**--== FREE APRON: A SCHMATA FOR YOUR SCHMUTZ\***

**For Speed Reader subscribers only**

To celebrate the release of our new cookbook (conveniently titled COOKING), we made some handy aprons to help suffer the slings and arrows of outrageous cooking. But supplies are limited and we wanted you to work for the apron.

How many cookbooks does the ever-modest James Peterson have in print? (Hint: go to <http://www.tenspeed.com>). Email the answer to [apron@tenspeed.com](mailto:apron@tenspeed.com). If you're right, we'll send you a sleek, black, cotton, all-purpose COOKING apron. While supplies last, that is.

Soak up all your spatters, stains, splotches, and spills, and rejoice.

\**Yiddish*, “a rag for your mess” (Note: James Peterson does not speak Yiddish.)

**--== DON'T FORGET THE TOILET PAPER...**

Thanks to everyone for sharing their camping horror stories in our LET'S GET PRIMITIVE camping contest. They were pretty amusing to read, and we all had a good laugh at your expense. But author Heather Menicucci had to choose a winner and Meg Weidner's story “Debutante's First Bout with Poison Ivy” was the lucky entry. Meg won the Coleman tent, the sturdy polycarbonate cocktail set, and a copy of *Let's Get Primitive: The Urban Girl's Guide to Camping* for her amusing recounting of a disastrous seventh grade camping trip. Runners-up were Jonathan Fox's story of his lost friend Rosanna, and Patrick Sauer's Central Park adventure. You can read the winning entry along with the others at [<http://www.tenspeed.com/books/featured/primitivecontest.htm>]<<link>>.

Thanks to everyone who entered!

**--== PROCLAMATION: Move over, YouTube: Ten Speed website gets fancy!**

Video introductions by three of the authors of our hottest new cookbooks are now viewable on our website.

Elizabeth Falkner, the dangerous dessert master talks about DEMOLITION DESSERTS; Peter Reinhart, the beloved baking guru behind *Crust* and *Crumb* and *The Bread Baker's Apprentice* discusses WHOLE GRAIN BREADS; and James Peterson, the man needs no further introduction (and who speaks no Yiddish) introduces COOKING.

So visit our website, we beseech you.

**--== WAIT, ONE MORE THING: DID YOU LIKE THIS E-NEWSLETTER?**

It's autumn, and the falling leaves remind us that we are aging. Ever worry that maybe you've lived a stingy life, hoarding these Speed Readers all to yourself, and need to start spreading the wealth before it's too late? Click “forward” and send this newsletter along to your friends, relatives, and enemies, and you will have done your duty.