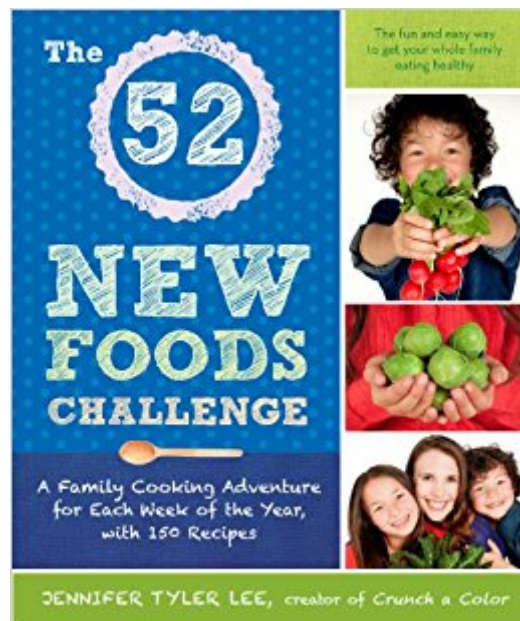




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# The 52 New Foods Challenge: A Family Cooking Adventure For Each Week Of The Year, With 150 Recipes



## Synopsis

Salvation for every busy parent who longs to make mealtimes relaxing, fun, and healthy, from the creator of *Crunch a Color* — Like many parents, Jennifer Tyler Lee struggled to get her kids to eat healthy, balanced meals. The answer, she discovered, was making it a game. "We'll try one new food each week," she told her kids. "You pick!" She called it the 52 New Foods Challenge. In this week-by-week guide, Lee gives parents practical tips to dramatically change the way their families eat. Her helpful advice and the simple rules that her family followed will show parents how to start eating healthy every week of the year. Each week offers a healthy new food to try, from artichokes to zucchini, and includes easy recipes and fun activities to work on as a family — from learning to cook together to enjoying the farmers' market to even experimenting with growing your own food. With more than 150 simple, healthy recipes and advice from nationally acclaimed nutrition experts, *The 52 New Foods Challenge* shows parents how to enjoy mealtimes, plant the seeds of change at their family table, and easily incorporate healthy habits every day of the year. Guaranteed to inspire a child's creativity and confidence in the kitchen and beyond, *The 52 New Foods Challenge* is the perfect companion for any busy parent who wants to stop stressing over mealtime and find a creative, playful solution to make this family ritual relaxing and fun.

## Book Information

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## Customer Reviews

Praise for *The 52 New Foods Challenge* "Looking for ways to encourage your kids to eat nutritious

food without instigating a power struggle? Lee (creator of the game Crunch a Color) offers an exciting strategy to introduce children to fresh foods and involve them in cooking. She opts for a game-based approach where kids earn points for the different types of foods they eat. The plan is structured to introduce 52 new foods over the course of 52 weeks. Families can prepare the meals together and experiment. Provisions are listed seasonally, such as sweet potato (fall) and peas (spring). The author emphasizes the importance of children learning to cook, having a garden (home and school), and going to farmers markets. One can also choose to journal, use photographs, or blog to chart what works and what doesn't. Many of the included recipes are side dishes such as roasted purple cauliflower and wild rice with pomegranate and pistachios. Using games/rewards in conjunction with food can be risky business, but Lee's method is lighthearted. VERDICT A fun way to engage children in creating meals and trying new things."

•Barbara Å - Kundanis, Library Journal"Most everyone could benefit in some way from adopting the 52 New Foods challenge whether you're starting from a place of relatively healthy eating or not; whether you're an avid home cook or a take-out queen; whether you have children or not. Part plan-of-action and part game, 52 New Foods gives helpful structure to more amorphous goals such as wanting to eat healthier, cook more, lose weight or increase variety in my family's diet. By taking on this fun, yearlong challenge, one should likely accidentally achieve all of the above in the process."

•US News and World Report: HealthAdvance Praise for The 52 New Foods Challenge" In these days of hand-wringing about how our kids' eating habits have gone down the tubes, Jennifer Tyler Lee is stepping up and giving us parents something positive to do to. Her solution-based book is filled with thoughtful advice, surprising nuggets of information, and most of all a welcome dose of proactive optimism."

•Katie Workman, author of The Mom 100 Cookbook and creator of themom100.com" The 52 New Foods Challenge is quickly becoming THE resource guide for inspiring my kids to eat the full spectrum of foods."

•Melissa Lanz, author of The Fresh 20 Cookbook and CEO of The Fresh 20" Invites kids of all ages into the kitchen to cook, and gives them exactly what they need to get excited about kale, salmon, and quinoa instead of pasta, pizza and other "kid food."

•Jennifer Tyler Lee has planted the seeds of comfort and confidence in the child's kitchen."

•Jesse Cool, author of Simply Organic" A year from reading this book, the fact that your family is eating healthier will be a symptom of something far deeper. The food will have been a delicious prop, an opportunity to think and communicate differently. That's what makes Jennifer Tyler Lee's book so

valuable. "If it helps, think of The 52 New Foods Challenge is a delicious blend of Dr Spock and The Joy of Cooking for 21st century foodie parents. But it's much more than that!"

•Raj Patel, author of Stuffed and Starved

Praise for Jennifer Tyler Lee "Fun? Simple? Rewards dinner conversation, good manners and setting the table? Encourages even the most reticent child or adult to eat their veggies? Supports non-profits dedicated to combating the childhood obesity epidemic? You can see why we love this."

•Laurie David

•The Family Dinner "A simple, fun and playful way to get kids to eat healthy and try new foods."

•Rachael Ray

•Yum-O! "A mom and genius game creator helping kids eat fresh food!"

•Jamie Oliver

•Food Revolution

Jennifer Tyler Lee is the creator of the award-winning game Crunch a Color. She lives in the San Francisco Bay Area with her family.

This is a better book than I thought it would be. I'm so excited to give to my daughter to use with her daughter! It's like a loving nutritionist/foodie wrote it so other parents and kids can also have a great relationship with each other AND with healthy foods too. I had my daughter take a nutrition class in college and it changed her life, her husband's life, and their daughter's life for the better! She will love this!

This is one of my favorite cook books! Not just because my picky 10 year old says "I love brussels sprouts" now, but because each recipe is delicious, easy, and healthy for the whole family. Its so easy to get into a rut with cooking and for the fun to be taken out of cooking. This book has inspired me to slow down, enjoy what I'm doing and to include the kids! They have tried new foods and enjoy looking at the book and going to the grocery store to find the craziest food to try. I love the stories in the book, as well as the recipes. The 52 New foods challenge is a great idea for both kids and adults alike! Seriously though, you have to try the brussels sprouts chips!!

I wish it had more pictures. The cover is a little deceiving. I thought it would have pictures and color inside. It is only black and white, the recipes are good, but I bought the book as a fun way to plan meals with my kids and get them excited about veggies. The book just isn't that exciting.

So helpful. My daughter is 9 and has lived a generally unhealthy life up to this point. I've read a bit of this and the first thing we did was go to the store and look at all the fruits and veggies, and let her

choose. She is allowed to choose one new fruit and one new veggie each week, and is excited to try new things. I also like that it isn't JUST a cookbook. Sure, it has recipes, but it also has sound advice and tips on how to get kids to try things, how to get the best things, the most flavors and seasonal options, etc. Lots of great information.

I bought 3 of these-one for my daughter, one for my daughter-in-law, and one for me. I just got back from visiting the grandchildren. While there, we got a huge bag of brussel sprouts (which I detest and they love). The 3 year old as well as the 6 and 7 year old patiently peeled off the leaves of the brussel sprouts. We made the Brussel Sprout chips with just 3 ingredients. They loved them and by the days end they had eaten all of them. I even liked them and that's a miracle since I never eat brussel sprouts. We will try other recipes each time I visit. I am even going to make some for my husband as many of the recipes look delicious.

I overheard some moms in the allergists waiting room talking about this book, and bought it to recommend to other moms. Such a sensible, fun plan to expand kids' eating choices, especially the concept of gateway foods. Great recipes, too.

This book has been super helpful. While I am fortunate to have kids that like and eat their veggies, we can sometimes get in a rut, eating the same ones over and over again. 52 New Foods, has gotten us to expand our horizons. Notable recipes that fit in that category are the Baked Persimmons and Radicchio Chips. Also, the book is full of other helpful tips and tricks. I recommend highly!

Go on a cooking adventure with Jennifer Lee's new book, The 52 New Food Challenge, with over 150 recipes! At my house, we just received the book and have already made the Brussels Sprout Chips and the Butternut Squash Soup with a homemade butternut squash puree. I love that each recipe has a "Cook Together" section giving instructions for cooking with children that are beginners or advanced chefs. Taking this on as a year-long challenge will not only increase healthy eating habits but also promote tons of fun for families!

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