

# Meet Susie Fishbein

## Susie Fishbein is an everyday cook who loves to share her passion for cooking and

entertaining. Her contagious enthusiasm for food and entertaining led to the creation of the best-selling cookbooks, *Kosher by Design* (2003), *Kosher by Design Entertains* (2004), *Kosher by Design — Kids in the Kitchen* (2005), *Kosher by Design — Short on Time* (2006), and *Passover by Design* (2008). Altogether, her first five books have sold over 300,000 copies. Her latest in the series is **KOSHER BY DESIGN LIGHTENS UP** (Nov. 2008).

In addition to being a successful cookbook author, Susie is also a wife and the mother of three daughters and one son. She holds a Master's Degree in Elementary Education with a specialty in Science Education.

Susie travels the country sharing recipes and techniques through book signings and cooking demonstrations. She has appeared on numerous television shows such as The Today Show, Living It Up with Ali & Jack, Fox & Friends, and Sheila Bridges: Designer Living, as well as an appearance on Martha Stewart Radio. Susie has done food segments on several network news programs nationwide. She taught at the prestigious De Gustibus School of Cooking, at the Viking Culinary Centers, and on Chosen Voyage and Kosherica cruise lines. Susie and her cookbooks have been featured in the New York Times, the Associated Press and major newspapers across the country. Her influence spreads internationally as she presents Thanksgiving Week demonstrations in Israel's upscale Upper Galilee Bayt BaGalil Spa and on a Kosherica Caribbean cruise in January 2009.

In 2005, Susie was appointed Official Spokesperson for Manischewitz Foods and was a popular presenter at the Epcot Center International Food and Wine Show in Orlando, FL in November 2006. In 2008, she was named Woman of the Year by the Westhampton Beach area Pioneer Chapter of the Hadassah Women's organization.

Susie's early food memories include testing recipes on her father and creating bouquets of vegetables for the holidays. "I've been experimenting in the kitchen for years. My neighbors, friends, and especially my children, have all become taste-testers."

Susie spent a year in Israel in school, where she would prepare gourmet meals on a one-burner hot plate. Remarkably, she is primarily self-taught, although she has worked with professional chefs who have helped hone her cooking skills and refine her recipes. As a busy mother with a demanding home-based career, Susie understands the home cook's time constraints. "My books are written for the person who desires above-average food and wants to excel with ease while entertaining."

Susie's books aren't only for cooks who keep kosher. She notes, "After six amazingly popular cookbooks, I see there's a wide interest in kosher recipes well beyond the Jewish world. Kosher by Design recipes have a reputation for inspiring innovative food combinations that wow the eye and please the palate."

The recipes in Susie's cookbooks go through many rounds of testing before they reach the page, with ideas and inspiration coming from articles, restaurant menus, and books. "I like to see what the 'hot' ingredients are, and then try to work them into kosher recipes. My recipes reflect a fusion of cultures, such as Italian, French, Middle Eastern and Asian, and provide something for everyone."

