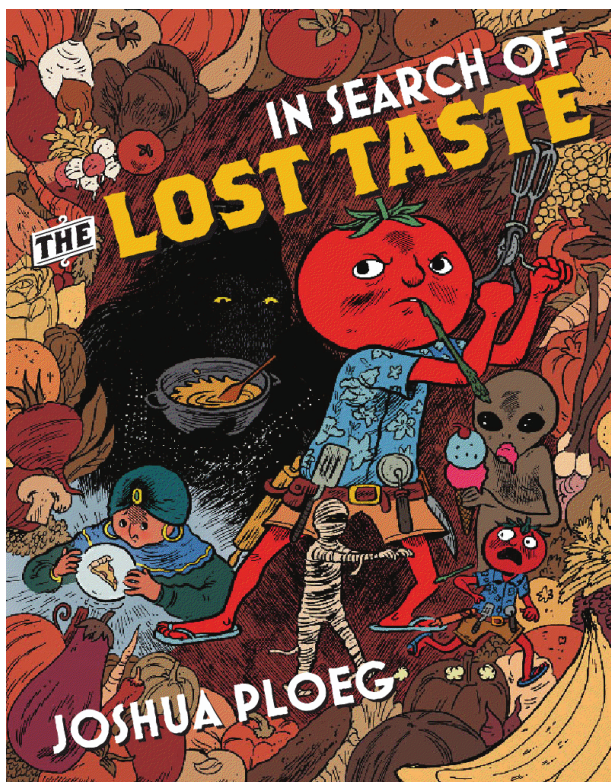


IN SEARCH OF LOST TASTE

JOSHUA PLOEG

Went to a Vegan Feast by chef Joshua Ploeg at the Purple House in Oakland where Nedelle was playing. Awesome food, awesome people and nice music. What more to ask!

-VIS-A-VIS BLOG



Joshua Ploeg's cooking blows my mind so much that a secret door opens in the back of my head and white doves, musical notes, and winged horses fly out. His cooking is transcendent: Dangerous, strange and perfect. It's full of colorful tastes that explode in your mouth like Pop Rocks flavor combinations you never thought possible. Crazy alchemy. Freaky magic.

Joshua's the Traveling Chef; you make an appointment, he shows up at your house with a load of groceries, makes an incredible multi-course vegan meal using your pots and pans, and then he's gone like the Lone Ranger riding into a big Texas sunset.

MARKETING NOTES

Advertise regularly in *Maximum Rock n Roll*, *Give Me Back*, *Zine World*, Google AdSense, and *Razorcake*. Author tours around the world constantly with book. 20,000 postcards distributed to stores and individuals featuring book. Performed in popular touring punk bands Warm Streams, Behead the Prophet, Mulkiteo Faeries, and Lords of Lightspeed.

SUBJECT CATEGORY DIY, VEGAN, COOKING
PRICE RETAIL \$8 **DIRECT** \$6 **WHOLESALE** \$4.20
ISBN 978-1934620014
FORMAT PAPERBACK, 5.5" X 7", 128 PAGES

Joshua's been in a bunch of hardcore bands and he brings all the good things punk rock gave us—risk, passion, creativity, and weirdness—and applies them to his meals. I randomly lucked into one of his dinners last year. I usually eat really fast and mindlessly, but I had to take this one slow and let all the flavors develop and do their respective stuff. Each had its own distinctive note its own voice that rang out to let it be known that it was something special and unique. It was an experience in the finest sense of the word. This is his first book.

Based in Sacramento, California **JOSHUA PLOEG** Joshua Ploeg tours regularly (both as a chef and in his band Warm Streams.) After a series of well-received cook zines, this is his first book.

MICROCOSM PUBLISHING is an independent publisher and distributor based in Portland, OR and Bloomington, IN. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.



COMPARATIVE TITLES

VEGAN WITH A VENGEANCE, Isa Chandra Moskowitz De Capo, October 2005 ISBN 978-1569243589, \$19.95
SOY NOT OI, Joel Olsen and the Hippiecore Krew AK Press, November 2005 ISBN 978-1904859192, \$7
HOW IT ALL VEGAN!, Sarah Kramer and Tanya Barnard Arsenal Pulp Press, July 2002 ISBN 978-1551520674, \$20.95

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