

# Mama Tried

## Traditional Italian Cooking for the Screwed, Crude, Vegan, and Tattooed

by Cecilia Granata

“This tasty little tome is may not win the Good Housekeeping seal of approval; its witty and flashy illustrations may be too hip for most mamas! But it’s clear Ms. Granata knows her way around a cutting board and a drawing board. A must for the most decorated gourmet!” —*Thomas Woodruff, Chairman of the BFA programs for Cartooning and Illustration, School of Visual Arts*

“What a surprise for me the book of Cecilia Granata! Lots of recipes, lots of chances to never get bored in the kitchen, to amaze our families, our friends, and everyone who shares the table with us, pets included.” —*Mara di Noia, author of Tutto il Resto e Soia*

Cecilia Granata grew up cooking with her family in Italy. As a vegan, she learned to adapt her favorite recipes from around the country to be animal free while retaining the flavor and feeling of true Italian home cooking. She shares her commitment to ethical and artful eating in this alphabetically-arranged volume with over 100 recipes, ranging from traditional favorites to homemade liquors to aphrodisiacs—all “senza sofferenza,” without suffering. The recipes are lushly illustrated with Granata’s food-inspired tattoo art.

**SUBJECT:** Vegan / Italian Cookbook

**PUBLICATION:** April 12, 2016

**PRICE:** \$11.95

**ISBN:** 978-1-62106-740-5

**FORMAT:** Paperback, 160 pages, 6x9”, two-color illustrations throughout

### Marketing Notes

1. Veganism is a fast growing market. Market research (Ref. Visiongain) predicts the world meat-free foods market will reach \$3.86bn in 2015
2. Over the last 12 months, major fast food restaurant chains including Subway, Chipotle Mexican Grill, and Johnny Rockets began serving vegan options. In December, Zagat named a vegan restaurant #1 in Philadelphia. All-vegan Native Foods has announced expansion plans for 200 stores across the United States.
3. The vegan lifestyle is promoted by a number of punk-hardcore bands; tattoos are intrinsic in this culture.
4. A growing number of tattoo shops now support veganism by using cruelty-free supplies.

### Comparative Titles

- *Hot Damn and Hell Yeah* Ryan Splint 9781621069898 (Microcosm) \$10.95, 2015
- *Thug Kitchen* Michelle Davis 9781476736075 (Rodale) \$24.95, 2014
- *Salad Samurai* Terry Hope Romero 9780738214870 (Da Capo) \$19.95, 2014



**Cecilia Granata** was born in Verona, Italy in 1983. She is a professional tattoo artist as well as a fine art illustrator and painter whose work has been shown internationally. She lives in California with her husband.

A small, innovative publishing house, **Microcosm Publishing** specializes in work designed to make the reader feel good about being alive, take an active role in bettering their life, and impact the world around them. Microcosm has developed a reputation for teaching self-empowerment, showing hidden histories, and fostering creativity through challenging conventional publishing wisdom with books and zines about DIY skills, food, politics, and art.



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Distributed by Legato / Perseus (World) and Turnaround (England)  
Direct sales: Microcosm Publishing | 2752 N Williams Ave. | Portland, OR 97227  
microcosmpublishing.com | taylor@microcosmpublishing.com | 503-232-3666

