

# Best of Bridge Kitchen Simple



125 Quick &  
Easy Recipes

## FRENCH TOAST STICKS WITH MAPLE ORANGE DIP



MAKE THE FRENCH TOAST AHEAD AND POP IT IN THE TOASTER TO REHEAT. ADDING CEREAL MAKES THE FRENCH TOAST CRUNCHY AND EXTRA TASTY.

### MAPLE ORANGE DIP

1/3 CUP	ORANGE MARMALADE	75 ML
1/4 CUP	MAPLE SYRUP	60 ML
1 TSP	LEMON JUICE	5 ML
PINCH	GROUND CINNAMON	PINCH

### FRENCH TOAST STICKS

1/2 CUP	MILK	125 ML
2	LARGE EGGS	2
1 TBSP	GRANULATED SUGAR	15 ML
1/2 TSP	GRATED ORANGE ZEST	2 ML
1 TSP	VANILLA	5 ML
1/2 TSP	GROUND CINNAMON	2 ML
1 1/2 CUPS	CORN FLAKES, FROSTED FLAKES OR BRAN FLAKES CEREAL, CRUSHED	375 ML
6	SLICES BRIOCHE BREAD	6
2 TBSP	BUTTER, DIVIDED	30 ML

**MAPLE ORANGE DIP:** IN A SMALL SAUCEPAN (OR MICROWAVE-SAFE BOWL), HEAT MARMALADE, MAPLE SYRUP, LEMON JUICE AND CINNAMON OVER MEDIUM-LOW HEAT UNTIL HOT (OR MICROWAVE ON HIGH FOR 20 SECONDS). SET ASIDE.

**FRENCH TOAST STICKS:** IN A DEEP SHALLOW DISH, WHISK TOGETHER MILK, EGGS, SUGAR, ZEST, VANILLA AND CINNAMON. PLACE CRUSHED CEREAL FLAKES ON A PLATE. DIP A SLICE OF BREAD IN EGG MIXTURE AND COAT BOTH SIDES WELL. DIP ONE SIDE OF THE BREAD INTO CRUSHED CEREAL.

HEAT A LARGE NONSTICK SKILLET OR GRIDDLE OVER MEDIUM-HIGH HEAT AND MELT SOME OF THE BUTTER. PLACE TWO COATED BREAD SLICES, CEREAL SIDE DOWN, AND COOK FOR ABOUT 3 MINUTES OR UNTIL GOLDEN. TURN OVER AND COOK FOR ANOTHER 2 MINUTES OR UNTIL GOLDEN. REPEAT WITH REMAINING BUTTER AND BREAD SLICES.

CUT EACH FRENCH TOAST SLICE INTO FOUR STICKS AND SERVE WITH MAPLE ORANGE DIP. **SERVES 4 TO 6**

**MAKE AHEAD:** DO NOT CUT FRENCH TOAST SLICES INTO STICKS. THAT WAY, YOU CAN MAKE THEM AHEAD AND POP IN THE TOASTER TO REHEAT FOR A QUICK BREAKFAST.

**WHAT DO SNOWMEN EAT FOR BREAKFAST?  
FROSTED FLAKES!**

## SMOKY RED LENTIL SOUP



JUST BEFORE COOKING, PLACE MEASURED LENTILS IN A COLANDER AND RINSE WITH COLD WATER TO REMOVE ANY DUST OR DEBRIS.

2 TBSP	CANOLA OIL	30 ML
1	MEDIUM ONION, FINELY CHOPPED	1
3	MEDIUM CARROTS, FINELY CHOPPED	3
2 CUPS	DRIED SPLIT RED LENTILS	500 ML
1	CAN (28 OZ/796 ML) CRUSHED TOMATOES	1
8 CUPS	READY-TO-USE CHICKEN BROTH	2 L
3	GARLIC CLOVES, MINCED	3
1 TSP	GROUND CUMIN	5 ML
2 TBSP	SMOKED PAPRIKA	30 ML
2 TSP	BALSAMIC VINEGAR	10 ML
	SALT AND BLACK PEPPER	
1/3 CUP	CHOPPED CILANTRO OR PARSLEY FOR GARNISH	75 ML
	SOUR CREAM	

IN A LARGE POT, HEAT OIL OVER MEDIUM-HIGH HEAT. SAUTÉ ONION AND CARROTS FOR 5 MINUTES, STIRRING OFTEN UNTIL VEGETABLES BEGIN TO SOFTEN. STIR IN THE LENTILS, TOMATOES, CHICKEN BROTH, GARLIC, CUMIN AND PAPRIKA. BRING TO A BOIL, REDUCE HEAT TO MEDIUM-LOW, PARTIALLY COVER AND SIMMER FOR 10 TO 15 MINUTES, UNTIL LENTILS ARE TENDER AND SOUP HAS THICKENED.

STIR IN VINEGAR AND SEASON TO TASTE WITH SALT AND PEPPER. SERVE GARNISHED WITH CILANTRO AND A DOLLOP OF SOUR CREAM. **SERVES 8.**

**TIP:** YOU CAN SUBSTITUTE VEGETABLE BROTH FOR THE CHICKEN BROTH.

**TIP:** THIS SOUP FREEZES WELL FOR UP TO 2 MONTHS.

**EVERYTHING MAKES BROTH.**  
**-ITALIAN PROVERB**

## SMOKY SALMON BOWL



BUILD YOUR BOWL IN LAYERS OR SERVE SPACED OUT IN A SHALLOW BOWL. IN THE END, ALL THE INGREDIENTS GET TOSSED TOGETHER BEFORE YOU DIG IN.

2 TBSP	TACO SEASONING	30 ML
2 TBSP	CANOLA OIL	30 ML
6	SALMON FILLETS (ABOUT 6 OZ/175 G EACH)	6
3 CUPS	HOT COOKED WHITE OR BROWN RICE	750 ML
2	AVOCADOS, PEELED AND SLICED	2
1	CAN (19 OZ/540 ML) BLACK BEANS, DRAINED AND RINSED (2 CUPS/500 ML)	1
1½ CUPS	CORN KERNELS	375 ML
1 CUP	SHREDDED RED CABBAGE	250 ML
1	LIME, CUT INTO WEDGES	1

GARNISHES (OPTIONAL): CHOPPED FRESH CILANTRO, CHOPPED GREEN ONIONS, SOUR CREAM, SALSA

IN A SMALL BOWL, STIR TOGETHER TACO SEASONING AND OIL.

PREHEAT OVEN TO 425°F (220°C). LINE A BAKING SHEET WITH PARCHMENT PAPER AND PLACE SALMON ON TOP. SPREAD SEASONING MIXTURE ALL OVER SALMON FILLETS. ROAST IN OVEN FOR 10 MINUTES, OR UNTIL FISH FLAKES WHEN TESTED.

DIVIDE RICE, AVOCADOS, BEANS, CORN, CABBAGE AND LIME AMONG SIX BOWLS, THEN TOP WITH SALMON AND YOUR CHOICE OF GARNISHES. **SERVES 6.**



## TURKEY ZUCCHINI MEATBALLS



MEATBALLS ARE A FAVORITE IN MANY HOUSEHOLDS. THE ADDITION OF ZUCCHINI KEEPS THESE EASY MEATBALLS TENDER AND JUICY. SERVE ON TOP OF ZUCCHINI NOODLES OR PASTA.

1 LB	LEAN GROUND TURKEY	500 G
1 CUP	GRATED ZUCCHINI	250 ML
3/4 CUP	DRY BREAD CRUMBS	175 ML
1/3 CUP	GRATED PARMESAN CHEESE	75 ML
1/4 CUP	CHOPPED PARSLEY	60 ML
1	LARGE EGG, BEATEN	1
1 TSP	GRATED LEMON ZEST	5 ML
1 TSP	GARLIC POWDER	5 ML
1/2 TSP	EACH SALT AND BLACK PEPPER	2 ML

PREHEAT OVEN TO 350°F (180°C) AND SET ASIDE A PARCHMENT LINED OR LIGHTLY GREASED BAKING SHEET. IN A MEDIUM BOWL, MIX TURKEY, ZUCCHINI, BREAD CRUMBS, PARMESAN, PARSLEY, EGG, LEMON ZEST, GARLIC POWDER, SALT AND PEPPER UNTIL WELL COMBINED. USING A MINI ICE CREAM SCOOP OR 2-TBSP (30 ML) MEASURE, SCOOP AND ROLL MIXTURE INTO MEATBALLS. PLACE ON PREPARED BAKING SHEET AND BAKE 25 TO 30 MINUTES, OR UNTIL COOKED THROUGH. MAKES ABOUT 26 MEATBALLS. **SERVES 4.**

**MAKE AHEAD:** THESE FREEZE WELL. COOL, THEN STORE IN A FREEZER-SAFE CONTAINER FOR UP TO 2 MONTHS.



## GRILLED VEGETABLE PANINI WITH MINTED MAYO



THIS COLORFUL SANDWICH IS FULL OF GRILLED VEGETABLES THAT WILL MAKE YOU WANT TO SAVOR EACH BITE. FOR A VEGAN TWIST, LOOK FOR VEGAN MAYONNAISE FOR THE MAYO SPREAD.

2	RED BELL PEPPERS, QUARTERED	2
2	YELLOW BELL PEPPERS, QUARTERED	2
2	PORTOBELLO MUSHROOMS, STEMS REMOVED	2
2	ZUCCHINI, SLICED LENGTHWISE	2
1/4 CUP	EXTRA VIRGIN OLIVE OIL	60 ML
1/4 CUP	RED WINE VINEGAR	60 ML
1/2 TSP	DIJON MUSTARD	2 ML
1	GARLIC CLOVE, MINCED	1
1/2 TSP	EACH SALT AND PEPPER	2 ML
1/2 CUP	MAYONNAISE	125 ML
2 TBSP	CHOPPED FRESH MINT	30 ML
4	SOFT KAISER BUNS, CUT IN HALF	4

IN A LARGE BOWL, COMBINE PEPPERS, MUSHROOMS AND ZUCCHINI.

IN A SMALL BOWL, WHISK TOGETHER OIL, VINEGAR, MUSTARD, GARLIC, SALT AND PEPPER. POUR ALL BUT 2 TBSP (30 ML) OVER VEGETABLES AND TOSS TO COAT WELL.

PLACE VEGETABLES ON GREASED GRILL OVER MEDIUM-HIGH HEAT; CLOSE LID AND GRILL, TURNING ONCE ABOUT 12 MINUTES OR UNTIL TENDER. REMOVE TO THE SAME LARGE BOWL. CUT MUSHROOMS INTO THICK SLICES.

IN A SMALL BOWL, WHISK TOGETHER MAYONNAISE AND MINT. ADD RESERVED 2 TBSP (30 ML) OF THE OIL MIXTURE. SPREAD OVER CUT SIDES OF BUNS. LAYER THE VEGETABLES INTO THE BUNS TO SERVE. **SERVES 4.**

**TIP:** FOR A LIGHTER COLORED MUSHROOM AND GREAT FLAVOR, USE A SMALL SPOON TO SCRAPE OUT THE GILLS OF THE MUSHROOMS BEFORE ADDING THEM TO THE BOWL.

*HE WHO GOES TO BED WITHOUT EATING  
WILL REGRET IT THROUGHOUT THE NIGHT.  
-ITALIAN PROVERB*

## GRILLED FILIPINO BEEF SKEWERS

TENDER CUBES OF BEEF ARE MARINATED TO GET A WONDERFUL FLAVOR THAT IS PERFECTLY BALANCED WITH THE SWEET PEPPERS. A QUICK GRILLING CREATES A CRISP EXTERIOR AND ADDS TEXTURE. SERVE SKEWERS OVER TOP OF A PLATE OF RICE.

1/3 CUP	SOY SAUCE	75 ML
3 TBSP	LIME OR LEMON JUICE	45 ML
2 TBSP	BROWN SUGAR, PACKED	30 ML
2 TBSP	CANOLA OIL	30 ML
1/4 TSP	EACH SALT AND PEPPER	1 ML
3	GARLIC CLOVES, MINCED	3
1 1/2 LB	STRIP LOIN GRILLING STEAK, CUT INTO 1/2-INCH (4 CM) CUBES	750 G
1	RED BELL PEPPER, CUT INTO 1/2-INCH (4 CM) PIECES	1
1	YELLOW BELL PEPPER, CUT INTO 1/2-INCH (4 CM) PIECES	1
	FLAT METAL SKEWERS OR SOAKED BAMBOO SKEWERS	

IN A LARGE BOWL OR RESEALABLE BAG, COMBINE SOY SAUCE, LIME JUICE, SUGAR, OIL, SALT, PEPPER AND GARLIC. STIR IN BEEF, COATING WELL. COVER AND REFRIGERATE FOR AT LEAST 4 HOURS OR UP TO 12 HOURS.

PREHEAT BARBECUE GRILL TO HIGH. THREAD ALTERNATING PIECES OF BEEF AND VEGETABLES ONTO SKEWERS; DISCARD MARINADE. GRILL SKEWERS, TURNING ONCE, FOR 5 MINUTES FOR MEDIUM-RARE OR TO DESIRED DONENESS.

**SERVES 4 TO 6.**



## SUN-DRIED TOMATO OIL AND HERB GRILLED STEAK

YOU WILL GET AN EXTRA ZIP OF FLAVOR BY RUBBING THE STEAKS IN THE PARSLEY AND GARLIC MIXTURE AFTER THEY ARE GRILLED. SIMPLE AND SO TASTY.

2 TBSP	SUN-DRIED TOMATO OIL	30 ML
1 TSP	FINELY CHOPPED SUN-DRIED TOMATOES IN OIL	5 ML
1/2 TSP	ITALIAN SEASONING	2 ML
1/4 TSP	EACH SALT AND BLACK PEPPER	1 ML
2	BEEF STRIP LOIN GRILLING STEAKS (ABOUT 1 LB/500 G TOTAL)	2
2 TBSP	CHOPPED FRESH PARSLEY	30 ML
1	LARGE GARLIC CLOVE, MINCED	1

IN A SHALLOW DISH, STIR TOGETHER SUN-DRIED TOMATO OIL AND TOMATOES, ITALIAN SEASONING, SALT AND PEPPER. ADD STEAKS AND TURN WELL TO COAT; LET STAND FOR 15 MINUTES.

PLACE STEAKS ON GREASED GRILL OVER MEDIUM-HIGH HEAT AND GRILL FOR ABOUT 8 MINUTES OR UNTIL DESIRED DONENESS.

MIX PARSLEY AND GARLIC TOGETHER ON CUTTING BOARD AND PLACE STEAKS ON TOP. RUB BOTH SIDES OF THE STEAKS INTO THE HERB AND GARLIC MIXTURE. LET STAND FOR 3 MINUTES BEFORE SLICING THINLY TO SERVE.

**SERVES 4.**





## ROASTED VEGGIE PAN

THIS COMBINATION OF VEGETABLES WILL ADD COLOR AND TEXTURE TO ANY MEAL. SELECT YOUR FAVORITE VEGGIES TO ROAST TOGETHER SO EVERYONE WILL ENJOY!

2 CUPS	CHOPPED CAULIFLOWER OR BROCCOLI OR HALVED BRUSSEL SPROUTS	500 ML
1	SMALL RED ONION, SLICED OR CHOPPED	1
1	RED OR YELLOW BELL PEPPER, SLICED	1
1	ZUCCHINI, SLICED	1
2 TBSP	CANOLA OIL	30 ML
1 TBSP	CHOPPED FRESH PARSLEY OR BASIL	15 ML
1 TSP	ITALIAN SEASONING	5 ML
1/2 TSP	EACH SALT AND BLACK PEPPER	2 ML

IN A LARGE BOWL, TOSS TOGETHER CAULIFLOWER, ONION, PEPPER, ZUCCHINI, OIL, PARSLEY, ITALIAN SEASONING, SALT AND PEPPER. SPREAD ONTO PARCHMENT PAPER LINED BAKING SHEET AND ROAST IN 400°F (200°C) OVEN FOR ABOUT 25 MINUTES OR UNTIL TENDER AND GOLDEN BROWN. **SERVES 4.**

**TIP:** USE ANY COLOR OF PEPPER OR ADD SOME HEAT AND ADD A JALAPEÑO OR CHILI PEPPER TO THE MIX.

**TIP:** SUBSTITUTE CHOPPED EGGPLANT OR HALVED MUSHROOMS FOR THE CAULIFLOWER.

**TIP:** SUBSTITUTE REGULAR OR SWEET ONION FOR RED ONION.

**VARIATION:** LOOKING FOR A CHANGE-UP? OMIT CAULIFLOWER AND ZUCCHINI AND USE 1 LB (500 G) MINI POTATOES, HALVED, CHOPPED SQUASH OR SWEET POTATOES.

## SPANISH RICE

ADDING FLAVOR TO RICE IS EASY AND DOESN'T TAKE MUCH TIME. WITH A FEW EXTRA INGREDIENTS, THIS SIDE DISH WILL BECOME A NEW FAVORITE.

2 TBSP	CANOLA OIL	30 ML
1	SMALL ONION, FINELY CHOPPED	1
2	GARLIC CLOVES, MINCED	2
1	JALAPENO PEPPER, SEEDED AND MINCED	1
1/4 TSP	SALT	1 ML
1 CUP	LONG-GRAIN RICE	250 ML
2	VINE-RIPENED TOMATOES, CHOPPED	2
2 CUPS	READY-TO-USE VEGETABLE BROTH	500 ML

IN A SAUCEPAN, HEAT OIL OVER MEDIUM HEAT. COOK ONION, GARLIC, JALAPEÑO AND SALT FOR ABOUT 5 MINUTES OR UNTIL SOFTENED. STIR IN RICE TO COAT. STIR IN TOMATOES AND POUR IN BROTH. BRING TO A SIMMER; COVER AND REDUCE HEAT TO LOW. COOK FOR ABOUT 20 MINUTES OR UNTIL RICE IS TENDER AND BROTH IS ABSORBED. **SERVES 4.**

*I THINK MY SOULMATE MIGHT BE CARBS.*

## BREAKFAST AND BRUNCH

Blueberry Pecan Oat Scones  
Sheetpan Buttermilk Cinnamon Pancakes  
Raspberry Chia Jam  
Blender Zucchini Muffins  
Instant Pot Brown Butter Steel-Cut Oatmeal  
Creamy Old-Fashioned Stovetop Oats  
Cheesy Eggs Benedict  
Apple Ricotta Bake  
Egg In a Hole  
Ramekin Eggs  
Breakfast Granola Squares  
French Toast Sticks with Maple Orange Dip

## APPETIZERS

Sushi Bake  
Nacho Chip Dip  
Potato Bacon Cheddar Bowls  
Pepper Jelly Tarts  
Caramelized Onion and Blue Cheese Tartlets  
Garlic-Rubbed Crostini  
Roasted Tomatoes and Feta Crostini  
Edamame Lemon Hummus  
Ricotta and Fig Honey Crostini

Pam's Herb-Marinated Shrimp  
Herb and Cheese Beef Rolls

## SALADS AND SANDWICHES

Sriracha Egg Salad Sandwiches  
Quinoa Salad with Roasted Tomatoes and Feta  
Falafel Salad with Tahini Dressing  
Pizza Sliders  
Seafood Dinner Roll Sandwich  
Tomato with Harissa Cream Cheese Toasts  
Hummus Toast with Sautéed Spinach and Garlicky Mushrooms  
Turkey Scallopini Sandwich with Pickled Veg Mayo  
Taco Bowl Salad  
Grilled Vegetable Panini with Minted Mayo  
Cauliflower "Potato" Salad  
Carrot and Parsley Salad  
Arugula Avocado Citrus Salad  
Panzanella  
Baked Egg and Cheese Rolls

## SOUPS

Buffalo Chicken Chowder  
Quick Black Bean Soup  
Spaghetti and Meatball Soup

Chickpea Cauliflower Soup  
Creamy Mushroom Soup  
Succotash Soup  
Satay Tofu Noodle Soup  
Turkey Barley Soup  
Sausage Potato Soup with Greens  
Chicken Tumeric Rice Soup  
Smoky Red Lentil Soup

## BEEF AND VEAL

Turkish-Style Stuffed Flatbread  
Beef and Lentil Meatloaf  
Roast Beef Pan Sliders  
Cheeseburger Pie  
Oven Steak  
Greek-Style Mini Meatloaves  
Sun-Dried Tomato Oil and Herb Grilled Steak  
Bacon and Mushroom-Stuffed Family Burger  
Dressed-Up Meatloaf Slices  
Grilled Filipino Beef Skewers

## CHICKEN AND TURKEY

Turkey Zucchini Meatballs  
Balsamic Chicken and Mushrooms  
Skillet Greek Chicken and Couscous  
Turkey Tetrazzini  
Turkey Nuggets  
Chicken Cassoulet

Chicken Piccata and Peas  
Middle Eastern-Style Chicken and Rice  
Thai-Style Chicken  
Smoked Paprika Garlic Chicken  
Penne Frittata with Smoked Chicken  
Lemongrass Chicken with Noodles

## PORK AND LAMB

Crusted Rack of Lamb  
Glazed Peameal Bacon Roast  
Sausage on a Bun  
Spiral Pasta Taco Casserole  
Skillet Egg Roll  
Vietnamese-Style Pork Tenderloin  
Moroccan Lamb Meatball Stew  
Adriana's Pizza Tacos  
Hoisin Broccoli and Pork  
Chorizo and Black Beans on Rice  
Kimchi and Bacon Fried Rice

## FISH AND SEAFOOD

Smoky Salmon Bowl  
Canned Salmon Patties  
Garlic Cilantro Shrimp Tacos  
Cashew Salmon and Broccoli

Skillet Fish and Polenta Cubes  
Creamy Tuna Pasta with Peas  
Spice Honey-Glazed Salmon  
Coconut Green Curry Fish Soup  
Turmeric Ginger Baked Fish  
Poached Tomato Cod Pasta

## VEGETARIAN

Mushroom Jamaican Hand Pies  
Rustic Veggie Galette  
Currywurst  
Instant Pot Wild Rice Mushroom Pilaf  
Instant Pot Butternut Squash Risotto  
Barley Lentil Pepper Stew  
Garlic Mushrooms on Toast  
Roast Squash and Kale Salad  
Polenta-Stuffed Peppers  
Tasty Tofu and Rice  
Florentine Pizza  
Pasta Cacio e Pepe  
Lentils with Coconut Rice  
Cauliflower Puttanesca Steaks  
Miso-Glazed Eggplant

## SIDES

Roasted Potatoes with Herb Yogurt Sauce  
Quick Herbed Flatbread

Brussels Sprout Gratin  
Roasted Veggie Pan  
Spanish Rice  
Broccoli Gremolata  
Skillet-Roasted Carrots  
Green Beans and Garlic  
Cumin Roasted Sweet Potatoes  
Hoisin Roasted Broccoli  
Cheese Pull-Aparts  
Garlic Noodles  
Kale Pesto Pasta

## SWEETS

Peanut Butter Pretzel Bars  
Homemade Peanut Butter Shell  
Skillet Cherry Cornmeal Cobbler  
Apple Puffs  
Hazelnut Shortbread Bars  
Hot Fudge Banana Special  
Freezer Strawberry Ice Cream Cheesecakes  
Sweetened Condensed Milk Cookies  
Jillian's Coconut Panna Cotta with Raspberry Chia Jam  
London Fog Rice Pudding  
Berry Whip  
Skor Bar Trifle  
Fudgy Cocoa Brownies  
Vanilla Cupcakes



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This is their fourth Best of Bridge book.

# BEST OF BRIDGE KITCHEN SIMPLE

125 Quick & Easy Recipes

*Best of Bridge: Simple. Everyday. Meals.*

With over 4 million books sold, Best of Bridge is cherished for their scrumptious, cozy, timeless recipes. Always delicious and easy-to-follow, *Best of Bridge: Kitchen Simple* is a welcome return to easy techniques with simple ingredients designed to take the stress out of mealtime. These all-new 125 recipes will confirm your trust in Best of Bridge to bring appetizing dishes.

Struggling to find an easy weeknight family meal everyone will look forward to? Turkey Zucchini Meatballs will be the answer. Short on time? Try your hand at the Skillet Egg Roll. Have a sweet craving and want to use your Instant Pot? Why not London Fog Rice Pudding! Need an idea for Meatless Monday? Try our Mushroom Jamaican Hand Pies.

By focusing on simple, easy-to-prepare recipes, smart strategies for meal prep and ingredient lists with supermarket staples, Kitchen Simple is just what it sounds like: tasty food with easy techniques all created with the Best of Bridge readers in mind.

- Includes 125 all-new recipes in the familiar and beloved Bridge style.
- Authors have strong media profile in both print and live television.
- With over 4 million Best of Bridge books sold, these books have become synonymous with home-style cooking across North America.

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**Robert Rose will launch a highly targeted marketing and publicity campaign across North American platforms.**

- National and regional print and online marketing and publicity campaign;
- Blogger and reviewer campaign targeting all food, parenting and lifestyle sites;
- Pitches for print and online roundups and catalogues;
- Social media outreach including all publisher and brand platforms and channels (Facebook, Pinterest, Twitter, Instagram);
- Digital sample, shareable graphics and recipe feature campaign;
- Selected author appearances currently being explored.