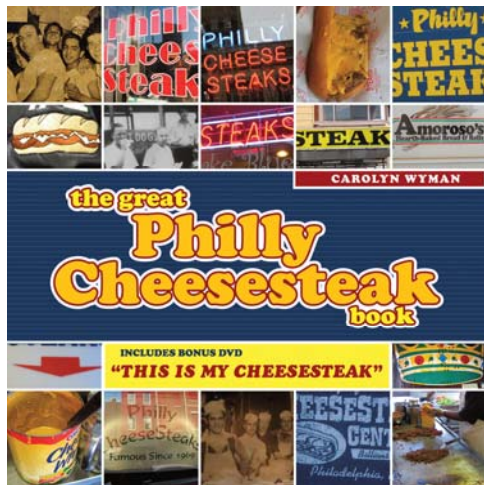


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THE GREAT PHILLY CHEESESTEAK BOOK

BY CAROLYN WYMAN



THE iconic Philadelphia food, cheesesteaks are one of a handful of regional foods—like bagels, cheesecake, and crab cakes—that are loved around the world. Attempts at creating Philadelphia cheesesteaks occur, not only in many parts of the United States, but beyond—including Greece, Japan, Israel, Norway, Kenya, Tanzania, St. Marten, and Mexico. They are made all types of establishments, from truck stops, diners, and delis to four-star establishments.

A great cheesesteak is as much about the place that sells it, the people who serve it to you, and how and why they do what they do, as it is about the actual food. Starting in the city that started it all, Philadelphia, and moving around the country, **THE GREAT PHILLY CHEESESTEAK BOOK** (Running Press; 978-0-7624-3547-0; Paperback; July 2009; \$15.95) by

local Philadelphia author Carolyn Wyman offers a colorful look Philadelphia's greatest gift to American society, the cheesesteak.

THE GREAT PHILLY CHEESESTEAK BOOK is a comprehensive guide to Philadelphia's favorite food. It includes the story of its invention, profiles of the most famous and popular cheesesteak makers in Greater Philly and across the country, in-depth examinations of the sandwich's meat, bread and cheese ingredients (what *is* with that Whiz?), a compilation of the most significant artistic and event tributes to the cheesesteak both virtual and real-world, and recipes to re-create this great taste in other places and in different food forms. Would you believe cheesesteak salad, cheesesteak spring rolls and cheesesteak soup? Believe it. Because **THE GREAT PHILLY CHEESESTEAK BOOK** is everything about the cheesesteak that mind and mouth can digest.

The book also includes the documentary, *This is My Cheesesteak*, by food and film lover Ben Daniels. Although Daniels made the documentary to fulfill requirements for his 2007 BFA in film from Syracuse University, the forty-five minute film has already been featured at a number of film festivals, including the 17th Philadelphia Film Festival and the 2008 New York Food Film Festival, where it took home the Audience Choice award.

Even presidential hopefuls know the importance of a good Philly cheesesteak. During the Democratic caucus in Philadelphia, Barack Obama and Hilary Clinton each made it a point to have a cheesesteak. During the 2004 presidential campaign, John Kerry made the mistake that may have cost him the election: he ordered Swiss cheese on his cheesesteak. Big mistake!

With reviews of more than 125 local and world-wide eateries, from legendary rivals Pat's and Geno's in South Philadelphia to Muggsy's Sub Gallery in South Dakota (voted one of *Maxim* magazine's *Ten Best Sandwiches in America*), and accompanied by original and creative recipes, this fun guide is sure to delight tourists and locals alike.

About the Author:

Carolyn Wyman is the ultimate low-brow food biographer. She is the author of five food books, including *Spam: A Biography*; *Jell-O: A Biography*; and *Better Than Homemade*. Her nationally syndicated “Supermarket Sampler” column appears in more than 100 newspapers nationwide. She has also been published in the *New York Times*, *Los Angeles Times*, *Philadelphia Inquirer*, and *Boston Globe*. She gives Philly food tours from Reading Terminal Market. She has appeared on NPR’s “Morning Edition” and “Fresh Air”, as well as an appearance on “The Rosie O’Donnell Show.”

She shops, eats, and sleeps in Philadelphia, PA.

About the Book:

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