

MEDIA RELEASE
August 11, 2013



“English” finds a place in the kitchen Japanese home cookbook “Let’s Cooking” demystifies a culinary favourite

(Vancouver, BC) – In a city renowned for its love of sushi and plethora of Japanese restaurants, it’s surprising that you’ll rarely find someone who cooks the fare at home. Vancouverites are more likely to choose a stir fry or curry for home cooking over miso soup or sushi, but Hana Dethlefsen is about to change that with the release of her first cookbook *Let’s Cooking*.

“Most people don’t know the base of what goes in to Japanese food the way they do with other fare,” explains Dethlefsen, a Japanese culinary teacher. “Many people know what the base of a curry or a stir fry is, and then we know how to improvise. I wanted to make a Japanese cookbook that is really usable, that shows the basics and then allows you to improvise from there.”

The idea stemmed from her three year stint in Japan, where she wrote “English” versions of Japanese recipes for an ex-pat newsletter – a way to help her non-Japanese speaking friends learn the basics and become more comfortable with the foreign food. These early versions included clip art cut from teaching resources and photos of ingredients, taken to help those who didn’t read Japanese.

“*Let’s Cooking* is a cookbook that will introduce you to authentic Japanese home cooking, with recipes you can really understand, using ingredients you can actually find,” explains Dethlefsen.

“I wrote *Let’s Cooking* because I found that people’s perception of Japanese food is that it’s difficult and complex, and when I looked at Japanese cookbooks I could understand why. But real Japanese cooking is just like other renowned cooking in the world, it’s about applying simple techniques to fresh ingredients. It’s really that simple.”

“The book has basically been a collaboration the entire way,” says Dethlefsen. “I tested it with my classes and with my friends, and then chose a collaborative fundraising model. It’s shown me it’s something people are really interested in.”

Dethlefsen’s book can be pre-ordered via her IndieGoGo campaign, which is not only giving her the funds necessary to have the book printed, but has also demonstrated that it’s meeting a need. In the first 5 days of its soft launch phase, the campaign raised its goal of \$7,000. By comparison, most cookbook IndieGoGo campaigns meet with very little success. With 48 days left in her campaign and interest in the concept continuing to stream in, *Let’s Cooking* is likely to find the same popularity in Vancouver that Japanese restaurants already have.

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Images and example recipe available upon request

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