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Freshman in the Kitchen Cook on the Today Show
Ann Arbor, MI (PRWEB)
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Recent college graduates and brothers Max and Eli Sussman have written a lively and imminently useable cookbook for anyone afraid to enter the kitchen. The title, *Freshman in the Kitchen: From Clueless Cook to Creative Chef*, serves 20-some-things who need to eat and save money. But the book is a great guide for cooking novices of any age.

On Friday, April 17 Max and Eli will heat things up on the set of the Today Show, as they cook Mushroom Risotto for hosts Kathie Lee Gifford and Hoda Kotb. Watch promo video.

The Sussman brothers grew up cooking without the benefit of a microwave. According to Eli, "We got used to the idea that if you wanted to eat, you got out a skillet and turned on the heat." "We didn't like it much as kids," Max adds, "but our parents gave us an appreciation for real food made fresh with seasonal produce."

Building on their childhood experience, Max and Eli cooked together at a summer camp, balancing Max's desire to serve up 4-course cuisine with Eli's pragmatic preference for good but simple food. *Freshman in the Kitchen* reflects their different cooking styles, from Max's experience with upscale cuisine and Eli's fascination with down home food served diner style.

Just like the brothers, their cookbook is unpretentious and passionate about creativity and quality. From the simplest no-heat-required recipes to multi-course feasts, *Freshman in the Kitchen* shows cooks at every level how to eat well and save money.

Follow Max and Eli on on Twitter @FreshmanKitchen

About Market Arts Creative

Working from Ann Arbor, MI and Nashville, TN Market Arts Creative produces original content , branded personality and social media platforms for clients. They also produce their own podcasts, *Conversations with Creative Minds* and *Creative Juice*.

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