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Ochsner Eat Fit and Pelican Publishing Announce Craft: The Eat Fit Guide to Zero Proof Cocktails.

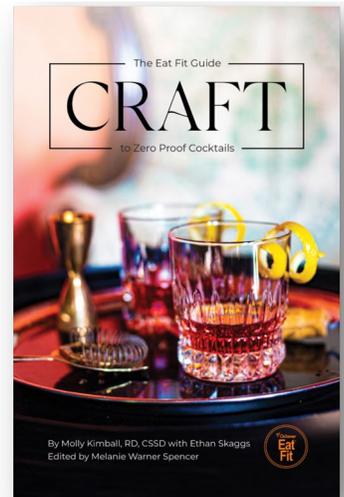
This second book from Ochsner Eat Fit features 50+ elegant drink recipes to elevate the zero proof mixology game

About the Book

New Orleans- The clink of ice, the fragrance of fresh herbs, and the ritual of pouring artisanal spirits into a shaker or glass are all integral to the timeless experience of crafting a sophisticated cocktail. When we aren't drinking, whatever the reason may be, we still want to enjoy elegant, thoughtful beverages. This philosophy is at the heart of *Craft: The Eat Fit Guide to Zero Proof Cocktails*. Inspired by the talented bar staff of dozens of *Eat Fit* restaurant partners, these zero proof recipes surpass sugary mocktails and basic soda spritzers, proving that it's truly possible to create remarkable, elevated drinks that are alcohol free with little or no added sugars.

This latest book from author Molly Kimball, registered dietitian, and nutrition journalist, in collaboration with bar expert Ethan Skaggs and executive editor Melanie Warner Spencer, and with input from dozens of *Ochsner Eat Fit* restaurant partners, allows readers to explore the fast-growing world of zero-proof cocktails through elegant recipes that can be made at home. Featuring more than 50 recipes, stunning color photography, as well as guides to barware, bitters, glassware, and everything else you need to craft a fully sensorial cocktail, *Craft: The Eat Fit Guide to Zero Proof Cocktails* is an essential—and beautiful—resource for every home mixologist's library.

Interviews, review copies, and photos are available upon request. Please contact Hampton Ryan at hryan@arcadiapublishing or 904.671.5506 for more information.



CRAFT: THE EAT FIT GUIDE TO ZERO PROOF COCKTAILS

**By Molly Kimball, RD, CSSD with
Melanie Warner Spencer and
Ethan Skaggs**

- On sale: 9.20.2022
- Price: \$22.00
- Pages: 160
- ISBN: 9781455626908

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About the Authors

Molly Kimball, RD, CSSD Registered dietitian Molly Kimball's approachable wellness philosophy has influenced the lives of thousands through her work with clients, *Ochsner Eat Fit*, and *Alcohol Free For 40* for more than two decades. As a nutrition journalist, Molly covers all things related to wellness and nutrition. She served as nutrition columnist for the *New Orleans Times-Picayune* from 2009 to 2019 and has been the nutrition expert for New Orleans' ABC affiliate *WGNO* since 2009, with weekly TV segments on *Good Morning New Orleans* named *FUELED Wellness + Nutrition with Molly*. Molly also hosts a weekly podcast of the same name, *FUELED Wellness + Nutrition*. *Craft* is Molly's second book. Her first, *The Eat Fit™ Cookbook: Chef Inspired Recipes for the Home* (River Road Press, 2020), features more than 125 *Eat Fit* recipes from 40 different *Eat Fit* partners. Molly prefers a good walk-and-talk with colleagues versus desk or video meetings, and when she's not immersed in the world of nutrition science, you can find her creating functional pottery, a perfect antidote to technology and deadlines.

Melanie Warner Spencer For more than 20 years, award-winning journalist, fine-art and editorial photographer, and book editor and coauthor Melanie Warner Spencer has covered news and lifestyle in print and online. Her work has appeared in the *Chicago Tribune*, *The Huffington Post*, and *Reuters* in the United States and across the globe and has been recognized by the *Texas Press Association*, the *Press Club of New Orleans*, and the *International and Regional Magazine Association*. Currently, Melanie is the editor of four regional magazines in Louisiana and in 2021, she founded *Drink Fit Club*, an online community dedicated to helping people navigate alcohol-free challenges via motivation, information, alcohol-free drink reviews, recipes, and bringing the party without the booze.

Ethan Skaggs After graduating from the University of Pennsylvania, Ethan Skaggs returned to Louisiana to pursue excellence in cocktail creation and mixology experiences. In his role with *Southern Glazer's Wine & Spirits*, he finds particular joy in helping bar programs across the city develop creative, seasonal adaptations of both classic and craft cocktails, including zero proof cocktails, with special attention to seasonal, local ingredients. Ethan has worked at iconic New Orleans institutions including *Commander's Palace*, *Gris-Gris*, and *Tipitina's*.



French 75

The Eat Fit Collection

The French 75 was named after the French 75 millimeter field gun celebrated for its rapid-fire power. The original, made with cognac and even its lighter gin-based sister is a wickedly powerful concoction. This zero proof version maintains the respect of the original's potency without knocking you out.

INGREDIENTS

1 ounce zero proof gin
2 tablespoons lemon juice
1 tablespoon Eat Fit Simple Syrup (recipe on page x)
Ice
4 ounces zero proof sparkling wine
Lemon swath, expressed, for garnish

METHOD

Combine gin, lemon juice and Eat Fit Simple Syrup in a small shaker tin filled with ice. Shake and double strain into a tall champagne flute. Top with zero proof sparkling wine and garnish with expressed lemon swath.

NUTRITION

25 calories, 0 fat, 0 saturated fat, 0 sodium, 6 grams net carbs, 4 grams sugar (0 added sugar), 0 protein
GF, Vegan, Low Carb

Pro Tip /

The lemon juice really foams up the sparkling wine. Fill the champagne flute as you pour the sparkling wine to keep it from overflowing.

NEW ORLEANS • CLASSICS

P 64



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About Arcadia and Pelican Publishing

As the nation's leading publisher of books of local history and local interest, *Arcadia's* mission is to connect people with their past, with their communities and with one another. *Arcadia* is the home of unique hyper-local histories of countless hometowns across all fifty states, as well as books on local food, beer and wine; and stories of famous hauntings, all one American city and town at a time. *Arcadia* has an extraordinary catalog of 17,000 local titles and publishes 500 new books each year. *Arcadia* counts among its imprints *Pelican Publishing*, a 100-year old independent press based in New Orleans, and the critically acclaimed *Wildsam Publishing*, publisher of highly curated travel literature and guides. Using its proprietary Store Match system, Arcadia can create a highly customized hyper-local book assortment for any storefront in the nation.

About Ochsner Eat Fit

Eat Fit is a nonprofit initiative of *Ochsner Health*, designed to help the community live their healthiest, strongest lives possible. The team of *Eat Fit* dietitians works closely with local restaurants, markets and other foodservice establishments to identify and develop dishes that meet the *Eat Fit* nutritional criteria. These items are identified directly on the menu with the *Eat Fit* seal of approval, making the healthy choice the easy choice when dining out.

Free to all restaurants and foodservice partners, *Eat Fit* encourages nutritious choices whether an individual is looking to lose weight, feel better or look better, as well as help to manage health issues including diabetes, cholesterol and high blood pressure.

With nearly 600 partners, *Eat Fit* has expanded across the state to include *Eat Fit Northshore*, *Eat Fit BR*, *Eat Fit Acadiana*, *Eat Fit Shreveport*, and *Eat Fit Monroe*.

The *Eat Fit* team connects deeply within the *Eat Fit* communities, serving as a resource for all things wellness. Download the *Eat Fit* smartphone app to find participating restaurants with full nutrition facts of *Eat Fit* menu items, as well as recipes, community wellness resources, and to connect with a health professional in your area. And check out the *Eat Fit Cookbook*, a compilation of 125 recipes from 40 *Eat Fit* partners, at www.EatFitCookbook.com.

Follow *Eat Fit* on *Facebook*, *Instagram* and *Twitter* and visit www.OchsnerEatFit.com for more information about *Eat Fit* in your region.

About Ochsner Health

Ochsner Health is an integrated healthcare system with a mission to Serve, Heal, Lead, Educate and Innovate. Celebrating 80 years in 2022, it leads nationally in cancer care, cardiology, neurosciences, liver and heart transplants and pediatrics, among other areas. Ochsner is consistently named both the top hospital and top children's hospital in Louisiana by *U.S. News & World Report*. The not-for-profit organization is inspiring healthier lives and stronger communities. Its focus is on preventing diseases and providing patient-centered care that is accessible, affordable, convenient and effective. *Ochsner Health* pioneers new treatments, deploys emerging technologies and performs groundbreaking research, including over 700 clinical studies. It has more than 34,000 employees and over 4,500 employed and affiliated physicians in over 90 medical specialties and subspecialties. It operates 40 hospitals and more than 300 health and urgent care centers across Louisiana, Mississippi and the Gulf South; and its cutting-edge Connected Health digital medicine program is caring for patients beyond its walls. In 2021, *Ochsner Health* treated more than 1 million people from every state and 75 countries. As Louisiana's top healthcare educator, *Ochsner Health* and its partners educate thousands of healthcare professionals annually. To learn more, visit <https://www.ochsner.org/>.