

Matthew Robinson

Author of *Knickerbocker Glory: A Chef's Guide to Innovation in the Kitchen and Beyond*

After a day of tasting and learning about Guinness ale in Dublin, Matthew Robinson ordered a dessert that years later, he's still thinking about: The Knickerbocker Glory, a classic British ice cream parfait. It was, as he says, "A WOW moment".

A scientist, spokesperson, and product developer Robinson set out to learn more about the dish he's been searching menus for ever since. He learned there wasn't a set recipe; it could be made hundreds of ways. And that's when a light bulb went off: The Knickerbocker Glory was not only delicious, but it is also a perfect springboard to show people how easy it is to innovate and create something new. For chefs, business people or anyone that was in need of a new perspective on an old issue, The Knickerbocker Glory could be used as a model to roll back the curtain on a simple way to innovate in the kitchen and beyond.

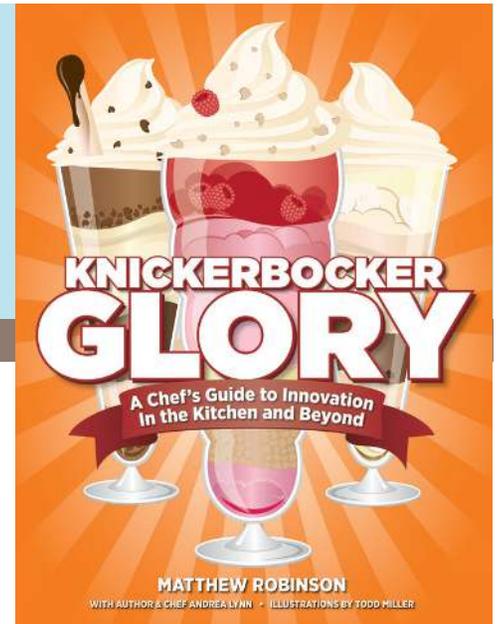
With the popularity of food magazines, food websites and food TV, people aren't being encouraged to innovate but rather just given hundreds of recipes to try, most of which likely go unused, he says. Hence Robinson's "teach a person to fish" perspective on the recipe boom.

"Give a person a recipe, and they can cook one dish. But teach a person a basic recipe and to do a little innovating, and they can cook hundreds of dishes," he says. "It has the potential of unleashing an immense amount of creativity and innovation in the world of food and eating. Plus, it gets more people engaged in cooking and makes the results more personal."

In his upcoming book, *Knickerbocker Glory: A Chef's Guide to Innovation in the Kitchen and Beyond* (with contributions from chef, recipe developer and cookbook author Andrea Lynn), Robinson gives readers a look into the creation process, both in and outside of the kitchen using real world culinary examples and tips he picked up from his experience in the food industry.

Knickerbocker Glory is both a guide to creating masterpiece desserts and a resource for becoming more innovative in the culinary and real world. Using a basic recipe—a layered ice cream dessert—and encouraging some out-of-the-box thinking, he shows readers how innovation can be applied to achieve extraordinary results, from "wow" moments on the plate and even reinvention in the office.

Helping readers put the concepts to practice, Robinson shares 30 recipes for Knickerbocker Glory variations such as White Chocolate Pretzel, Chai Tea, A Date with a Fig, Pumpkin Spice, Black and Tan and Cherries Jubilee. It is also a primer on basic dessert elements like pie crust, fruit compote, dulce de leche, ice cream, Italian meringue, whipped cream and sponge cake.



BOOK DETAILS

By Matthew Robinson
with Andrea Lynn

The Culinary Exchange

Non-fiction

Hardback 978-0-9891258-1-9

Paperback 978-0-9891258-0-2

www.theculinaryexchange.net

PR  BOOK

Story ideas:

- A Chef's Guide to Innovation
- The Knickerbocker Glory: Why the British ice cream treat is a lesson in innovation
- The Birth of a Big Idea: What the culinary arts, fusion cuisine and molecular gastronomy teach us about perfecting a product
- Your Most Memorable Meals: How to recreate those "wow moments" in your kitchen, at work and other areas of life
- The Making of a Recipe: Tips for perfecting your dish
- The Dessert You Never Knew About: An introduction to The Knickerbocker Glory (An old dessert is back and better than ever!)
- Finding Inspiration: 10 places to look for inspiration to cook with
- What to do with all these recipes?

Who wrote it?

Matthew Robinson has spent 17 years in the food industry as a scientist, spokesperson, and product developer. He is the founder of exCLAIM International, a nutrition science and claims strategy consultancy that helps clients turn the complexities of science and new innovations into communications that are compelling and beneficial to the consumer and health care professional. He is also creator of TheCulinaryExchange.net, an up-and-coming destination for information regarding innovation in the culinary arts.

Robinson has an M.S. from The University of Georgia in Nutrition Science and is a graduate of the professional culinary program at The French Culinary Institute in New York City. He resides in Amsterdam.

Andrea Lynn (www.andrealynnfoodwriter.com) is a food writer and recipe developer. Her recipes have been featured on *Serious Eats*, *Chile Pepper Magazine*, *Better Homes & Gardens' bookazines*, *Kiwi* magazine's cookbook, *Allergy-Friendly Food for Families* and others. She has edited and tested recipes for *MarthaStewart.com*, *Art Culinaire*, *Chile Pepper Magazine* and cookbooks like *Made with Love*, *Food52.com* and many cookbook authors. She is the author of two other cookbooks, *The I Love Trader Joe's College Cookbook* and *The Artisan Soda Workshop*. She lives in New York.



SAMPLE CHAPTERS INCLUDE:

What would a chef do?

Just What is Innovation?

A Recipe for Innovation

The Knickerbocker Glory: A Model for Innovation

Rules Were Meant to Be Broken

Formulate: Organizing Themes with Mise en Place

Ideate: Getting Ideas on Paper

Create: Getting Ideas Off Paper and into Reality

Using Knickerbocker Glory Recipes

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