

# Austin's Modern Asian Street Food with a Southern Twist Comes to Kitchens Around the World

*A new cookbook by one of Austin's hottest "chef-preneurs" from his wildly popular restaurant and hospitality empire, The Peached Tortilla*

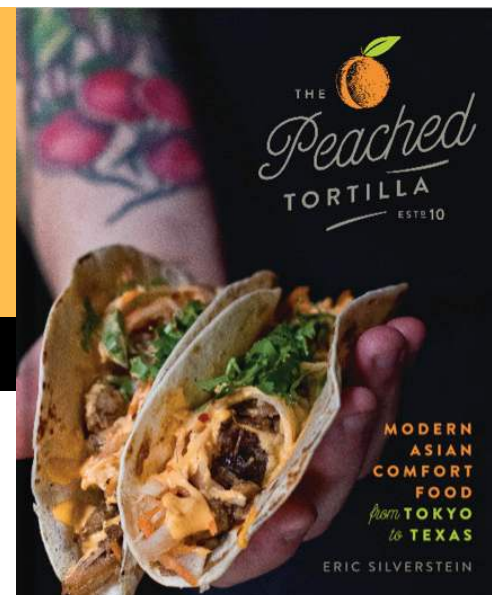
## The Peached Tortilla

Eric Silverstein's background in Asian food culture and, later, his immersion in Southern and Southwestern cuisine, inspires the cooking at his hip restaurant, The Peached Tortilla, in Austin, Texas. Locals and visitors to Austin are conveniently introduced to his restaurant concept through the airport location, one of four locations in The Peached Tortilla brand. It's restaurants like The Peached Tortilla that have made Austin into a dining destination.

Eric's new cookbook, *The Peached Tortilla: Modern Asian Comfort Food from Tokyo to Texas* (Sterling Publishing, May 7, 2019), is filled with 100 flavor-packed recipes, including many of the restaurant's most beloved dishes, like the **Banh Mi Taco**, **Japajam Burger**, and **Bacon Jam Fries**, which gained a cult-like following when Silverstein first served them out of his famed Austin-based food truck. Other crowd-pleasing favorites range from crispy **Umami Fried Chicken** and **Korean Short Rib Pappardelle with Smoked Crème Fraîche** to **Asian Pear Miso Salad** and **Roasted Cauliflower with Nori Brown Butter**. Part cookbook, part memoir, Eric (who practiced law before throwing in his briefcase for an apron) weaves his fascinating (and sometimes agonizing) life story throughout each chapter.

**Silverstein, named one of Plate Magazine's "30 Up and Coming Chefs in America" and a "Rising Star" by FSR Magazine, has been featured in People, The New York Times, Kiplinger's, and Food and Wine, as well as on Live! with Kelly and Michael, Food Network and The Cooking Channel.**

Featuring full-color photos, detailed how-to's, extensive noodle and Asian food glossaries, and Eric's own eclectic touches and cooking advice on almost every page, *The Peached Tortilla* is Asian fusion at its best, delivering soul-satisfying comfort food with a kick!



### BOOK DETAILS

May 7, 2019

Sterling Publishing

256 pages

8" x 10"

Hardcover,

\$27.95 (\$37.95 Canada)

ISBN: 978-1-454931-21-8

Cookbooks

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## Discussion Topics

- From lawyer to food truck vendor to Peached hospitality empire - what was the spark that ultimately prompted Eric go for his passion?
- What are Eric's favorite dishes from the book to prepare and which are his favorite to eat?
- Eric calls himself a "mishmash" of Jewish, Chinese, American with a little Japanese sprinkled in. What was it like growing up as a mixed-race child in Japan, and then in the deep south (Atlanta)? How did Eric find where he fit in?
- What is the significance of the word "Peached" in all of Eric's culinary and entrepreneurial projects? What's next?
- 5 tips for someone who wants to start their own food truck
- How to make the leap from food truck to brick and mortar restaurant
- How to grow a hospitality business organically and when do you know it is time to grow?
- The importance of Japanese culture not only on Eric's food, but on his approach to business and life

## About the Author

Founder & owner of The Peached Tortilla, Eric Silverstein, did not take the traditional route into the hospitality world. The former litigator always had a passion for food and aspired to become an entrepreneur, so he decided to combine the two by opening a food truck. His first truck opened in Austin in September 2010, and The Peached Tortilla empire has since expanded into a fleet of food trucks, three brick-and-mortar restaurants, and a full-service catering business and event space, Peached Social House. He opened a new fast casual outpost of The Peached Tortilla in the Austin-Bergstrom International Airport in the spring of 2018, and his most recent project, Bar Peached, opened January 2019.

Silverstein was born in Tokyo, Japan, where he lived for 10 years before moving to Atlanta, GA. Then in 2010, at the age of 27, he ventured to Austin for the sunny weather and friendly people. It was his upbringing in both the Peach State and his "atypical" approach to food that inspired Silverstein to name his business "The Peached Tortilla." His style of cooking is heavily influenced by Japanese, Chinese and Malaysian cuisine from his time growing up in Japan, with hints of flavors from his time spent in the South.

Silverstein is a founding partner of the 'Trailer Food Tuesday' series that takes place each summer at Austin's Long Center and a brand ambassador for TouchBistro. When Silverstein isn't working, he spends his time eating out at restaurants around Austin, hanging out with his wife, Kristine, and their young son, Niko, and watching his favorite sports teams.

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**Eric Silverstein**