

FOOD RULES UPDATED & UPGRADED

Michael Pollan's *Food Rules* gets a full-color face lift from illustrator Maira Kalman



What is going on DEEP in the SOUL of a CARROT to make it SO GOOD for you?

We are well familiar with Michael Pollan's basic (and now famous) food adage: "Eat food. Not too much. Mostly plants." And by food, Pollan doesn't mean what comes out of your grocer's freezer section or is found in overly processed boxed "meals." He means Real. Whole. Foods. His book, *Food Rules: An Eater's Manual*, has been updated with snazzy illustrations, an expanded introduction, 19 additional rules, and serves as a pocket guide of sorts for dietary guidelines. We got a behind the scenes look at the illustrations in Michael Pollan's *Food Rules: An Eater's Manual*, from illustrator Maira Kalman. — Katie Green

When Michael asked if I would like to illustrate this book, I said two things. First, yes. Absolutely YES. Second, that Cheezdoodles had a beloved place in our family history. He did not hold that against me. This is a great country. Vast. Complicated. With plenty of room for extremes.

Everyone eats food. That is the universal connector. Life is fragile. Fleeting. What do we want? To be healthy. To celebrate and to love and live life to the fullest. So here comes Michael Pollan with this little (monumental) book. A humanistic and smart book that describes a sane and happy world of eating. It asks us, gently, to hit the reset button on manufactured food and go back in time.

I like going back in time. It gives me more time. To walk around and savor the world and the food in it... — Maira Kalman

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FOOD RULES: AN EATER'S MANUAL
BY MICHAEL POLLAN
WITH ILLUSTRATIONS BY MAIRA KALMAN
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(NOVEMBER, 2011)



RULE 1. EAT FOOD.

These days this is easier said than done, especially when seventeen thousand new products show up in the supermarket each year, all vying for your food dollar. But most of these items don't deserve to be called food — I prefer to call them edible foodlike substances. They're highly processed concoctions designed by food scientists, consisting mostly of ingredients derived from corn and soy that no normal person keeps in the pantry, and they contain chemical additives with which the human body has not been long acquainted. Today much of the challenge of eating well comes down to choosing real food and avoiding these industrial novelties.



RULE 17. BUY YOUR SNACKS AT THE FARMERS' MARKET. You'll find yourself snacking on fresh or dried fruits and nuts — real food — rather than chips and sweets.

MICHAEL POLLAN WILL BE SPEAKING IN PITTSBURGH ON JANUARY 18 AT HEINZ HALL as part of the Robert Morris Speaker Series. For tickets or more information, contact the Pittsburgh Speakers Series at 412.392.4900, or visit pittsburghspeakersseries.org.



RULE 24. WHEN YOU EAT REAL FOOD, YOU DON'T NEED RULES.

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