

For Immediate Release  
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## **The Heavy Table releases the Kickstarter-backed *Secret Atlas of North Coast Food***

**Minneapolis, MN [November 1, 2013]** - *The Secret Atlas of North Coast Food* is a book like none other: a story of Upper Midwestern food that goes beyond recipes and famous restaurants to dip into the gritty, delicious, largely unknown soul of food and drink in Minnesota, Wisconsin, and Iowa.

The book's authors and illustrators walked and drove the alleys and back roads of Minnesota, Wisconsin, and Iowa, following in the footsteps of Bob Dylan and Liberace, meeting master cheesemakers, dining in the Boundary Waters, interrogating ice cream truck drivers, delving deep into the bowels of the busiest brunch service in Minnesota, and more. Maps and illustrations complement journalistic essays that will take you deep into the history, culture, and gastronomy of one of America's best - and least understood - places to eat.

*The Secret Atlas* is the first-ever book published by the Heavy Table, the Upper Midwest's leading online gastronomic journal. Backed by a successful Kickstarter campaign (\$22,000 raised, handily beating a \$16,000 target), *The Secret Atlas* is collection of 24 journalistic essays paired with maps or map-illustrations contributed by trained cartographers or professional artists.

### ***CONTRIBUTORS INCLUDE***

- **Tim Gihring**, former staff writer and editor for Minnesota Monthly
- **John Kovalic**, creator of Dork Tower and illustrator of the best-selling game Apples to Apples
- **Lindsay Christians**, food writer for The Capital Times in Madison, WI
- **James Norton**, author of *The Master Cheesemakers of Wisconsin* and the upcoming *Lake Superior Flavors* published by the University of Minnesota Press
- **Adam Turman**, whose prints of Minnesota life have become locally iconic
- **Andy Sturdevant**, author of the newly released *Potluck Supper with Meeting to Follow* by Coffee House Press
- **Robb Burnham**, the artist known as WACSO

One of the book's chapters is written entirely by the book's \$100+ Kickstarter backers, each of whom contributed a "hidden gem" restaurant, many of which are truly that – special eateries with heart and soul, hidden away in small towns or off-the-beaten path Twin Cities neighborhoods.

*"The Secret Atlas of North Coast Food" is available online at HeavyTable.com, and at Kitchen Window (Minneapolis) and Common Good Books (St. Paul.) This perfect-bound book has 173 pages including numerous full-color inserts and its dimensions are 8.5x11". It retails for \$24.95.*

## **EVENTS**

- Small group event at Kitchen Window on the evening of Friday, Nov. 15
- North Coast food festival and signing event at Kitchen Window on Saturday, Nov. 16
- Book signing and reading at Common Good Books in St. Paul, Thursday, Nov. 21
- Book signing at Ingebretsen's in Minneapolis, date TBD

## **DIGITAL ASSETS**

- Media assets: high-res cover, excerpt from chapter by Tim Gihring, illustration by Robb Burnham, map by cartographer Nat Case - <http://heavytable.com/books/>
- Buy the book online: <http://heavytable.com/books/>
- The Secret Atlas Kickstarter URL:  
<http://www.kickstarter.com/projects/heavytable/the-secret-atlas-of-north-coast-food>
- Heavy Table URL: <http://heavytable.com>

## **ADVANCE PRAISE FOR THE SECRET ATLAS**

"In the Secret Atlas, so many wonderful facts will be secret no longer: Who are the rising star chefs and cheesemakers? Why do the ice cream trucks all play Turkey in the Straw? Why is there a smell of wood smoke and fish wafting through Two Harbors? Whether your haunt is East Lake Street, or the Superior National Forest, you'll learn a lot about where to eat, and how we all eat in these parts, in this enlightening, well-written, and delightfully illustrated compendium."

-- *Tom Crann, Host of All Things Considered on Minnesota Public Radio*

"In this wonderfully articulated and illustrated collection of stories, the folks at Heavy Table tell the tale of the North Coast way of life like no one else could. These stories will inspire you to taste your way across the region."

-- *Chef Paul Berglund of The Bachelor Farmer*

"The joy of dining out isn't only about the latest technique or trendiest ingredient: it's about the stories we share around the table. Like any great meal, the Secret Atlas of North Coast Food left me hungry for another bite."

*--Jason DeRusha, WCCO-TV*

### **ABOUT THE HEAVY TABLE**

Founded in 2009, the Heavy Table is the daily online journal of food and drink in the Upper Midwest. Heavy Table has been the City Pages readers' choice for Best Blog for four years running (2010-2013), was named as part of the Star Tribune's Taste 50 in 2009, and made #5 on Vita.mn's 2012 list of Best Local Blogs. The site's North Coast Nosh event series was named "Best Foodie Event" in 2012 by Minnesota Monthly. Its contributors have appeared on the Splendid Table, MPR, the Current, WCCO radio with John Hines, FOX 9, and other outlets.

### **ABOUT KICKSTARTER**

Kickstarter is an American-based private for-profit company founded in 2009 that provides tools to raise funds for creative projects via crowd funding through its website. Kickstarter works on an "all-or-nothing" basis - projects that fail to meet their funding goals receive no funds.