

MARKET BASKET MEDIA WATCH

Eating Well, once again

Renee Enna

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Eating Well magazine is back, but those who remember the publication that folded in 1999 may not recognize its new incarnation. Though it offered an admirable mix of nutrition and cooking information, the magazine had drifted from the original intent of founder James M. Lawrence, who left a year after its 1990 birth.

The relaunch of Eating Well finds a glossy, attractive publication in bookstores. The new magazine is quarterly and, more significantly, contains no advertising.

"Our mission is to treat food as a serious subject, and a very interesting subject, journalistically," Lawrence said. "And we want readers to get 50 or so recipes they couldn't get anywhere else."

The first half of the Summer 2002 issue is devoted to political, social and health issues, including a regular feature, "Nutrition Watch," a brief but concise look at new research; "Fat of the Land," about the politics of ever-growing portion sizes, which in turn contribute to the U.S. obesity epidemic; and "The Capsaicin Quandary," which attempts to sort out the conflicting science on hot peppers' effect on health.

That story leads into "Red-Hot & Irresistible," which explores the culinary history and uses of chili peppers—and ushers in the tummy-friendly side of Eating Well. The accompanying recipes—including mojo verde, Portuguese-style red pepper paste, and Aztec brownies—represent the variety of fare from food editor Patsy Jamieson.

Other cooking-intense articles include "Backyard Barbecue Suppers," "Veggie Burgers with Attitude," "Savory Salad Dressings" and "Summer on Ice." Most of the recipes are low in fat and salt, high in complex carbohydrates (as opposed to refined sugar and flour), and linked to the foods in season.

The magazine costs \$4.95 and is sold in many bookstores; the current issue should be on sale through September. To obtain a free copy of the charter issue, or to subscribe, call 800-337-0402 or visit the Web site, www.eatingwell.com.

Briefly: Consumer Reports' August issue is devoted to kitchens—from ovens and refrigerators to cabinets and countertops. Anyone with a kitchen to update may want a peek at the common-sense advice for saving money and aggravation. The magazine is on newsstands through Aug. 13.

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