



Celebrating 75 Years at Third & Fairfax

How to Cook Up Market Fare at Home

By Amy Lyons

Not sure what to make for dinner tonight? JoAnn Cianciulli has multiple answers. A cook, food television producer, and author, Cianciulli recently decided it was time to take her love of the Original Farmers Market and boil it down into one, do-it-yourself page-turner, "L.A.'s Original Farmers Market Cookbook". The result is a culinary tome packed with recipes from the market's finest restaurant owners and cooks. Each recipe captures the essence of market favorites, with dashes of Cianciulli's personal cooking flair.

"I got to know the merchants and the history and decided to do more than a cookbook, but a story book for food lovers," Cianciulli said. "I wanted to pay homage to the merchants, I wanted to tell their stories and share their recipes, while making sure I chose recipes that were doable for the home cook. My basic question was 'What are you famous for



and what will be easy to do at home?"

The book is divided into four delicious chapters: Breakfast, Sandwiches and Light Bites, Main Meals and Sweet Things. In keeping with her mission to tell the story of the merchants behind the meals, Cianciulli includes a brief history of each vendor prior to each featured recipe. Did you know that Phil Rice, of Phil's Deli and Grill, passed on his operation to Brazilian transplant Francisco Carvalho in 2000? Or that the name for Du-Par's came from the melding of the names of the founders, James Dunn (Du) and Edward Parsons (Par)? It's all in there, along with scores of recipes for seafood gumbo (The Gumbo Pot), black pepper chicken (Peking Kitchen), and so much more.

And all of this mouthwatering information is pulled together by proven food expert, Cianciulli, who collaborated on six other cookbooks. With all this experience under her belt, Cianciulli knew how to create the perfect cookbook.



"I went JoAnn Cianciulli

home and made all the recipes, tested them myself and then brought them into the merchants to make sure they were happy. The worst thing about cookbooks is when the recipes don't work, so I wanted to get it just right," Cianciulli said.

Karl Petzke pairs his vibrant food photographs with Cianciulli's words.

"L.A.'s Original Farmers Market Cookbook" is available for \$22.95 at the Farmers Market Office, Monsieur Marcel Gourmet Market, Loteria Grill and Taschen bookstore, and online at www.farmersmarketla.com.