

**JOANN CIANCIULLI**  
**Cookbook Author & Culinary Producer**

Cook, food television producer, and author, JoAnn Cianiulli (chan-chew-lee) has become known as one of the culinary industry's top insiders. A pioneer in her field, Cianiulli's



experience ranges from co-creating and producing groundbreaking Food Network shows such as *Food 911* with Tyler Florence, co-authoring cookbooks with world-renowned chefs like Michael Mina, serving as an industry expert on television shows including Bravo's *Top Chef Masters* and most recently, as author of her own cookbooks, *L.A.'s Original Farmers Market*

*Cookbook* and the *MasterChef Cookbook*.

Her path is kind of quirky. A witty, whirling-dervish hailing from New York, JoJo (as she is fondly called) grew up in an Italian-American restaurant family. She began her appreciation for food at the age of twelve; her father, Dominic, took over acclaimed chef/restauranteur Lidia Bastianich's first restaurant, *Buonavia*, in Queens. Translated, the name means, "the good way," which has become her mantra ever since.

JoJo earned her stripes in the world of culinary media in the same fashion that great chefs achieve theirs: from the ground up. After studying at NYU's prestigious Tisch School of the Arts for her BFA in Film and Television, she relocated to Los Angeles to work in feature film production. It wasn't long before she crafted her unique niche of cooking-entertainment.

With over 10 years of experience in producing what is now known as "food television," Jo fed America's growing appetite for celebrity chefs and blended her culinary savvy with production know-how to create the food tv phenomenon as it exists today. She's been instrumental in countless Food Network shows, including the wildly popular series *Food 911* with Tyler Florence, *Tyler's Ultimate*, *Simply Delizioso with Ingrid Hoffmann*, and *Next Iron Chef*.

In addition to over 1,000 episodes filmed with the now-iconic network, Jo is currently in production on Bravo's hit series' *Top Chef* and *Top Chef Masters*. With a molecular gastronomy twist, she recently wrapped the docu-reality series *Marcel's Quantum Kitchen* for Syfy. Prior to MQK, she celebrated a significant career highlight— *MasterChef* with Gordon Ramsay on FOX. Taking the show to the next level, Jo complemented it by writing the companion cookbook and developing the five star-rated *MasterChef Academy* iphone app.

Taking her telegenic personality and to-the-point culinary expertise to the next level, JoJo has also appeared on-camera as a food authority and guest panelist on Bravo's *Top Chef Masters* and as an epicurean educator on TLC's *For Better or for Worse*.

It is her reputation and connections with such successful television productions that led to high-profile cookbook collaborations including, *Tyler Florence's Real Kitchen*, Aaron Sanchez's Latino cookbook, *La Comida del Barrio*, the *Lever House Cookbook*, and the acclaimed debut book for James Beard Award-winning chef *Michael Mina*. Jo is happily co-authoring *Michael's Genuine Food & Drink* with Miami star chef Michael Schwartz, due for release February 2011.

Jo's fusion of writing, recipe structure, vast culinary knowledge, and an intimate understanding of the creative complexity of chefs have uniquely positioned her as a pioneer who has created a new food personality for the 21<sup>st</sup> century. An accomplished gourmet in her own right, JoJo's greatest gift is her innate ability to translate the intricate passion of a chef to an accessible and appealing concept for the home-viewer or reader. Although a die hard New Yorker, she has lived in Los Angeles for over a decade because juicy tomatoes are available year round.

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## Food and Cooking

### Celebrity Chef Chat

## She's the power behind food television

**JoAnn Cianiulli was a producer for 'MasterChef'**

Sept. 28, 2010



Peek behind the scenes of hundreds of cooking shows and you'll likely find **JoAnn Cianiulli**.

From countless shows on Food Network to Bravo's "Top Chef," Cianiulli has helped create a new genre known as food television. Most recently, she was the supervising culinary producer of Fox's "MasterChef," starring Gordon Ramsay, Graham Elliot and Joe Bastianich. She also authored the companion "MasterChef Cookbook" (\$24.99, Rodale).

After studying film and television at New York University, she headed for California and the movie business. Always a food lover, she learned the language of chefs at her father's restaurant in Queens, New York. That passion for food, and the ability to communicate with

chefs, helped her create a unique career in food television and cookbooks.

She's collaborated on cookbooks with Tyler Florence, Aaron Sanchez and Michael Mina. Now she's co-authoring "Michael's Genuine Food & Drink" with James Beard Award-winner Michael Schwartz. Next up, she's producing "Marcel's Quantum Kitchen," a look at molecular gastronomy expected to air in February on SyFy Channel.

**Q. How did you get started in the kitchen?**

**A.** I grew up in a restaurant family. My father owned an Italian restaurant in Queens. The funny connection (with "MasterChef") is my father bought Lidia Bastianich's first restaurant (Buonavia). So Joe (Bastianich) and I are like brothers from another mother. Ironically, both our parents owned the same restaurant. When I was hired on the show and we were looking for judges, I immediately thought of him. We didn't want all chefs as judges; it's ideal to mix it up. For instance, as a restaurateur, Joe talks about food in a very different voice than a chef does. I want to be clear that I am not a chef! I've been fortunate to turn my food passion into a unique hybrid career of food and entertainment.

**Q. Of all the chefs you've met, who most inspired you?**

**A.** Thomas Keller. When I met him, my palms got sweaty! He's just a chef . . . But for me that was the pinnacle. He's it.

**Q. What might surprise people about "MasterChef"?**

**A.** Months and months and months of preparation. I don't know if people know there's an enormous back kitchen I run. We not only do the dishes, I do the ordering, we get set up for the challenges, all the food displays. . . . You can't talk if contestants are anywhere around. We're really strict on the rules and it being fair. I don't know if a lot of people know that or assume reality television is fake, but this show—what you see is really what happens.

**Q. You've stocked numerous pantries for television shows. What should every pantry have?**

**A.** Good oils, good vinegars. Little things make such a difference. . . . Get yourself a solid peppermill and toast the peppercorns lightly in a dry skillet to really bring out the flavor.

**Q. What should home cooks spend money on?**

**A.** Knives. Those "always sharp (not possible) and open your mail with it (flimsy)" ones you see on TV are not even worth however much you're paying for it. You're still getting ripped off. A good quality knife, usually around \$85, will come with a guarantee. It will last a lifetime or more. . . . Buy it right, buy it once.

**Q. Biggest challenge when taking food events on location?**

**A.** In the field, we call it. One show we fed 400 Marines at Camp Pendleton. The volume of ordering and getting it there ahead is intense. Another episode, we shot at a truck stop on the side of the road. No running water or refrigeration. We brought in grills, tanks of water, and two refrigerated trucks.

**Q. You've said "MasterChef" has been the most satisfying show of your career. Why?**

**A.** It hits home for me. I had a hobby of cooking and made it into a career, which is the sentiment of MasterChef. This is the most significant show I've ever done—it's on Fox, and it's big. And the subject, it's not just a dump and stir show, as it is called. It's reality, but it's not cut-throat. It's none of that nonsense. The show and cookbook are really about the food, and that's not always the case.

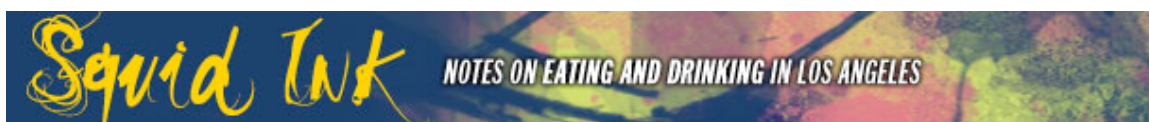
**Q. Which cookbooks are on your shelf?**

**A.** For Italian I'd go to Lidia (Bastianich) for sure. Her recipes make sense. They're not overly complicated and they're authentic. Next to her I have Nancy Silverton. Tyler Florence because I worked for him for so many years I know we eat very similar foods. . . . Mark Bittman's "How to Cook Everything," which is kind of the new "Joy of Cooking." If I need to know how to make anything, if I'm writing a cookbook and need to check a ratio . . . Mark Bittman breaks it down.

**Q. What's next for you?**

**A.** A new molecular gastronomy show for SyFy Channel, "Marcel's Quantum Kitchen." It stars Marcel Vigneron of "Top Chef" fame. I actually was his culinary producer on TC LA and it feels so good to be working with him on his show and have it come full circle. He LOVES his cooking toys and this is like no other show I have ever done.

- Kristine M. Kierzek, *Special to the Journal Sentinel*



## Writing Her Own Culinary Script: Cookbook Author JoAnn Cianiulli

By Erinn Eichinger Monday, Sep. 28 2009

"I love what I do and there aren't many people who do what I do. With over 10 years experience, I certainly feel like I'm a harbinger in this business." That's JoAnn Cianiulli, cookbook writer and food television producer who's created an interesting niche for herself in the food world.



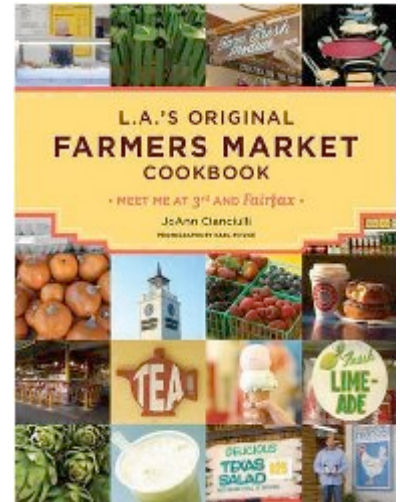
The recent publication of her 1st solo cookbook *L.A. Original Farmers Market Cookbook* is proof of that. But the path to the books creation took about 10 years.

That's when she began working as a producer on a start up Food Network show, *Food 911*.

"When I started in this industry nobody knew what to call me, mostly referred to as the gal who handles all of the food." I created the term culinary producer and now it's a real job title."

Working closely with host and chef Tyler Florence to develop and test all the recipes for the show, he eventually brought her on to collaborate on his first cookbook, Tyler Florence's Real Kitchen.

From there, Cianciulli took an unusual path jockeying back and forth between print work and television. "The same people who are reading cookbooks and *Bon Appetit* are watching cooking shows. It made sense to do it all because one thing feeds the other."



She's collaborated on several cookbooks since then working with the likes of Michael Mina, and Dan Silverman of Lever House. In between books she produced some high profile television shows like *Top Chef* and *The Next Iron Chef* "I've watched this industry grow and change and feel very lucky to have been in it from the beginning, helping to create a genre of television."

Eventually she decided to channel her energies into her own book. " It seemed like a natural progression for me, there were chef's on TV who were creating their own books, so why not me?"

After a couple of rejections, she got a book deal and began putting together L.A.'s Original Farmers Market Cookbook. From interviewing and writing up the bios for each vendor, to food styling and writing recipes the book was a labor of love, "I call my book a food lovers story book - it's far more than weights and measures of recipes."





## Gift Guide: The Ten Best Cookbooks of 2009

Posted by Caroline Russock, December 3, 2009



I've always had a big collection of cookbooks, many of which have been given to me around this time of year. But before starting at [Cook the Book](#) I was much more of a fly-by-the-seat-of-my-pants style cook.

My heavy shelves of cookbooks acted more like coffee table books. I'd browse for inspiration, then head into the kitchen armed only with an idea. I reserved my recipe-based cooking for projects that I felt required exactitude and expertise that surpassed my own. It might sound a little overconfident, but I had always considered myself an intuitive cook—and a stubborn one at that.



Cooking pretty much exclusively from cookbooks for the past year has been an exercise in self-discipline, and a fantastic one. My repertoire has expanded infinitely and my technical skills have improved vastly. With every new cookbook came an exciting trip to the store to gather supplies. My kitchen was no longer a place just to make dinner—it was a test lab. Cooking other peoples' recipes offers an insight into their lives, their families and childhoods, their homes, restaurant kitchens, and pantries.

We've gone through stacks upon stacks of cookbooks to come up with a **Top 10 Cookbooks of 2009** list to inspire some gift ideas for the cookbook enthusiasts on your holiday shopping list. Without further ado, here they are in no particular order after the jump.



[L.A.'s Original Farmers Market Cookbook](#) by JoAnn Cianciulli: This collection of recipes from the namesake market tells the story of the diverse vendors that make up this uniquely Los Angeles institution. With cuisines from places as varied as Russia, Mexico, and Indonesia, this book is a veritable melting pot of amazing dishes. It's kind of like going to a mall food court—a really good one. [Available online](#), \$22.95 Recommended Recipes: [Kalbi](#) (Korean) and [Spanakopita](#) (Greek)



## Out of the Lunch Box: MasterChef's Chicken and Cabbage Slaw    Bánh Mì

OCT 08 - 7:00AM BY [HEATHER MADDAN](#)



There was stiff competition on Fox's show, **MasterChef**, where Gordon Ramsay sought out America's best home cooks. Now delicious recipes from the series are offered up in the [MasterChef Cookbook](#) (\$17). Author JoAnn Cianciulli offers up a tasty Vietnamese chicken and cabbage slaw sandwich for your kiddo's lunch. "Vietnamese bánh mì sandwich shops and food carts have taken the country by storm! The contrasting flavors and textures of the sandwich — as well as its relatively low cost — make it a popular lunchtime grab-and-go. In the United States, bánh mì is sometimes referred to as a 'Saigon sub,'" she said. "If you are pressed for time, skip the first step of poaching the chicken. Instead, buy a whole rotisserie chicken from your market deli."

### **Vietnamese Chicken and Cabbage Slaw Sandwich (Bánh Mì)**

Adapted from *MasterChef Cookbook*

Serves 4

## INGREDIENTS

2 (6-ounce) bone-in, skin-on chicken thighs, rinsed and patted dry  
1 (4-ounce) bone-in, skin-on chicken breast, rinsed and patted dry  
2 bay leaves  
Kosher salt  
1/2 teaspoon whole black peppercorns  
Juice of 1 lime  
1 tablespoon chili sauce, such as Sriracha  
1 tablespoon olive oil  
2 teaspoons fish sauce  
1 teaspoon sugar  
Freshly ground black pepper  
2 large carrots, peeled and cut into match sticks  
2 cucumbers, halved, seeded, and cut into match sticks  
1/2 head green cabbage, cored, and thinly shredded, about 2 cups  
8 fresh Thai basil leaves, hand-torn  
3 demi-baquette or 2 large baguettes cut into 4 pieces  
2 tablespoons whole cilantro leaves, for garnish

## DIRECTIONS

To prepare the cabbage salad, put the chicken in a pot and cover with water. Toss in the bay leaves and add 1 teaspoon of salt and the peppercorns. Heat just to boiling, lower to a gentle simmer, and cook for 10 to 15 minutes. Remove the pot from heat and cover with a tight-fitting lid. Let the chicken poach in the hot water until cooked through and moist, about 15 minutes. Remove the chicken to a cutting board to cool.

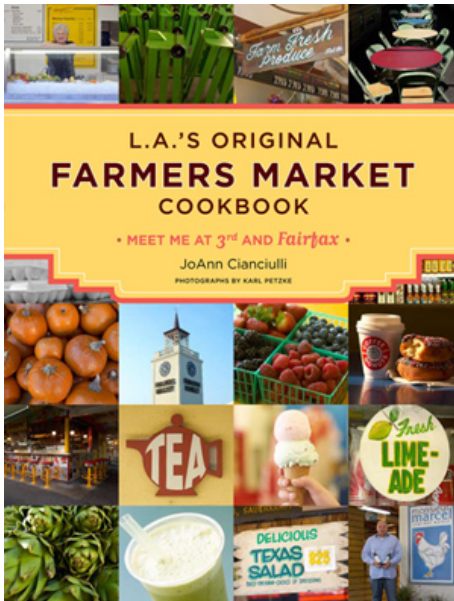
In a large mixing bowl, combine the lime juice, oil, chili sauce, fish sauce, and sugar. Use a small whisk or fork to blend and dissolve the sugar.

Add the cabbage, carrots, cucumbers, and basil. Once the chicken is cooled enough to handle, shred it into small strips, discarding the skin and bones. Add the chicken to the slaw, and toss thoroughly to distribute the ingredients evenly; season with salt and pepper. Set aside in the refrigerator to allow the flavors to come together for 15 to 20 minutes.

To serve: Slice the baguettes open lengthwise, leaving one side of the bread as a hinge. Open the bread up and remove a little of the inside to hollow out a space. Pile the chicken and cabbage slaw evenly along the bread. Garnish with cilantro leaves.



## Savor the History: Taste the Original Farmers Market At Home



So many cultures can tell their stories through their food, and for Los Angeles, the same can be said for a landmark like the Original Farmers Market. Not only does the historic meeting place for farmers, cooks, foodies, locals, visitors, and shoppers alike offer delicious fresh produce and tantalizing eats and sweets, it also is a vital part of our city's history.

The Original Farmers Market has just recently wrapped up a series of events celebrating their 75th anniversary as the iconic locale at the corner of 3rd and Fairfax, but the celebration can come home with you, too. Not just in that basket of fresh local berries, or that bag of Little John's English Toffee, but right into your kitchen. Earlier this year, Chronicle Books released L.A.'s Original Farmers Market Cookbook, a tome that is rich in delicious details about the people and the foods of the market, and that includes recipes for some of its most beloved dishes.

Author JoAnn Cianciulli, an L.A. transplant, has been a fan of the market for many years, and has assembled a book filled with mouth-watering images, tasty tidbits about the Market, the stories of many of the stalls, and recollections and remarks by some of Los Angeles' most celebrated chefs.

Give the Gumbo Pot's Seafood Gumbo and Cornbread Muffins a whirl, take a stab at Magee's Roast Turkey, experiment with a French Crepe Company La Normandie Crepe, or try to duplicate Bennett's Fancy Nancy Ice Cream in your home kitchen. Sure, if you live in Los Angeles, why not skip the kitchen shenanigans and go there yourself? Of course that's the best way to guarantee you'll get what you're after, but that would spoil the fun! It's more than just the "cook" in this cookbook, though, that makes it so appealing. Sure, you can make yourself a slice of Patsy's Special Pizza, but you can also sit down and savor a slice of local history.

*L.A.'s Original Farmer's Market Cookbook* by JoAnn Cianculli  
Chronicle Books, 2009. \$22.95

By Lindsay William-Ross in Food on July 25, 2009

[http://laist.com/2009/07/25/taste\\_the\\_original\\_farmers\\_market\\_a.php](http://laist.com/2009/07/25/taste_the_original_farmers_market_a.php)

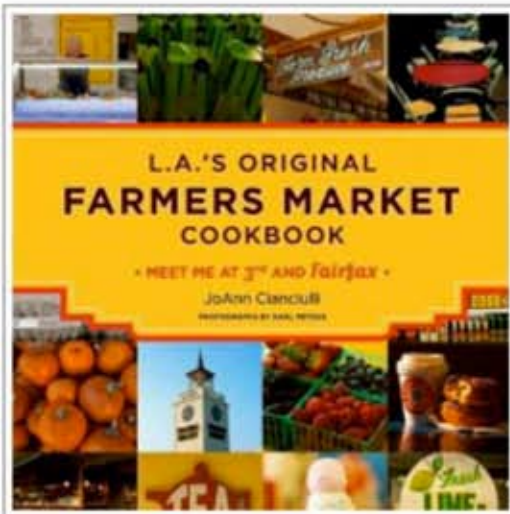


Wed. 22 Apr '09

## At Third and Fairfax

*A new book celebrates the lives and food of the Original Farmers Market*

The sights, sounds and smells at the Original Farmers Market—metal folding chairs scraping on cement; chatter from butchers at meat counters; aromas from Brazilian, Creole and Mexican food lingering in the air—have made it one of L.A.'s most beloved attractions since 1934. Now there's a new book that celebrates the market's colorful history.



In *L.A.'s Original Farmers Market Cookbook: Meet Me at 3rd and Fairfax*, JoAnn Cianciulli gathers recipes from perennial favorites like *Magee's Kitchen* (the market's first restaurant) and *Monsieur Marcel*, but also stories from the people behind the counters. We meet vendors like Manny and Angie Chang, who opened China Depot after the restaurant's previous owner got "discovered" by a producer and sold the business to make movies. Only-in-L.A. details like this, coupled with Karl Petzke's gorgeous photographs, help create a richly textured tribute to one of Los Angeles' great culinary destinations.

Cianciulli knows the "melting pot of food and people" better than anyone, and one of her favorite dishes is *Loteria Grill's* chilaquiles verdes, a breakfast staple that's served all day at Jimmy Shaw's Mexican restaurant. [Click here for the recipe \(pdf\)](#).

*Cianciulli will be signing copies of the book at Anthropologie at the Grove this Wednesday (6 p.m.), and at the Los Angeles Times Festival of Books this Saturday (11 a.m.).*

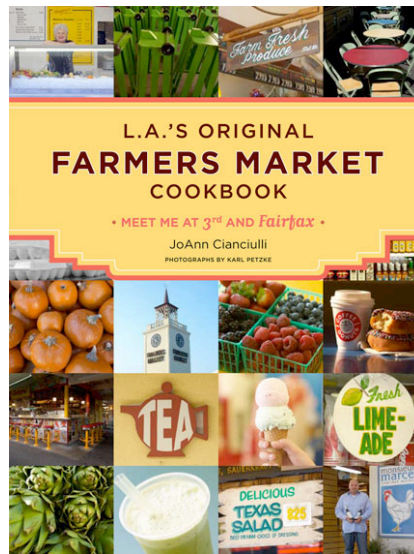
## How-Tuesday: Mee Goreng Recipe from L.A.'s Farmers Market



Visiting farmers' markets in summertime always serves as a much-needed reminder that food shopping can be enjoyable. From Brooklyn to Palo Alto, Martha's Vineyard to New Orleans, I've found these open air venues to be a never-ending source of inspiration for cooking. I love the soil still clinging to garlic bulbs, the young members of the family business counting my change, and the vendors' encouragement to try the Tatsoi, because that's what's local, fresh, and delicious.

Farmers' markets support that handmade legacy to which we all aspire: connecting the consumer to the maker, and by doing so, connecting the consumer to the product. Through my farmers' market experiences, I have developed the utmost respect for not just the growers, but the food itself. That's why it made such inherent sense to me when I picked up JoAnn Cianciulli's [L.A.'s Original Farmers Market Cookbook](#). With recipes inspired by the stalls at this national landmark, she honors the history and community that contribute to every one of our meals. In this excerpt from JoAnn's book, learn about the story behind the Farmers Market at Third and Fairfax in Los Angeles, as well as a salivation-inducing recipe for Mee Goreng, a fried noodle dish, from Stall 122. [How-Tuesday](#) never tasted so good!





These days, all around the country, there are "farmers' markets"—and then there is L.A.'s oldest outdoor market, the Original Farmers Market at Third and Fairfax. From its quaint beginnings in 1934, with local farmers selling produce from the backs of their trucks, to its current spot in the pantheon of Los Angeles's official Historical and Cultural Landmarks, Farmers Market has proven that, indeed, some things really do get better with age. Millions of visitors each year agree.



In its early stages, Farmers Market was a cluster of farm stalls tenanted by small growers who sold directly to the consumer. The main appeal was the extra freshness of vegetables still damp from the morning soil, of fruits ripened on the tree rather than picked hard and green so that they would ship better. The farmers' wives brought in their homemade jams and jellies, and alongside the newly laid eggs and plump fresh chickens were goodies like fresh-baked cookies, homemade breads, and rich chocolate layer cakes, all straight from farm kitchens. It wasn't long before the butcher and grocer sought a place to do business alongside these farmers, who were drawing the patronage of people who knew a good thing when they nibbled it. In time, there appeared import shops and specialty-food stands of nearly every variety. And finally, as a result of an irresistible natural trend, Farmers Market became a cornucopia of restaurants.

Today Farmers Market is a combination of family-owned and operated stalls featuring cuisine, groceries, produce, meats, and seafood from around the world. In a city full of wannabes, where a restaurant is considered a classic if it manages to hang around for more than a decade, the seventy-five-year-old Farmers Market is a miracle of longevity.



Farmers Market is a thriving, ongoing festival of sights and sounds, flavors and smells in the center of our nation's second-largest city. Overlooking one of the busiest corners of Los Angeles, Farmers Market occupies the intersection of Third Street and Fairfax Avenue, supremely anchored in the heart of the city's shopping and dining district.



The original recipes in this cookbook reflect the personality of the Market and represent contributions from every kitchen. Far more than just a collection of weights and measures, this food lover's storybook serves as an enduring companion piece that brings to life the experience that is a trip to Farmers Market. The multigenerational shop owners offer a one-on-one experience that has largely been lost in the service industry today. You can expect to do business with a human being, with a name and a face, who has both stories to tell and your personal satisfaction at heart. In short, the merchants *are* the Market, the faces behind the place. This all-encompassing memoir not only pays homage to their food, but also honors their varied and intense connections to the spirit of this unique place. No matter where you're from, Farmers Market offers a taste of home, as the aromas of several hundred ingredients mingle with the sounds of chatter from several dozen nations.

The sense of being welcome and comfortable is evident in the eyes and the smiles of all who visit, be they old or young, veteran or first-timer. This is why the location is so special. It's the reason people gather here. It's why the phrase, "Meet Me at Third and Fairfax" has become an indelible part of the city's lexicon. This is not only a book to cook from, to learn from, to relish; it's one that will re-create the very soul of being at Farmers Market.



<http://www.etsy.com/storque/how-to/how-tuesday-mee-goreng-recipe-from-las-farmers-market-4392/>



Fresh, hot, **delicious food** content served up daily.

## Cook the Book: 'L.A.'s Original Farmers Market Cookbook'

Posted by [Caroline Russock](#), June 22, 2009 at 1:00 PM

If you've ever been to L.A. chances are that you've been to [Farmers Market](#). Located at Third and Fairfax, right next door to CBS's Television City, Farmers Market is an L.A. institution celebrating its 75th anniversary this year. The market was started back in 1934 by oil baron E.B. Gilmore. Back then most of the land in southern California was used for agricultural purposes and the idea was to create a place where farmers and artisans could come together and sell their wares. The market was an immediate success and rapidly expanded to include not only local produce, but exotic food items from around the world. In 1941, the market was revamped, and it went from a series of outdoor stalls to a shopping plaza, complete with a bell tower.

Several restaurants quickly sprang up in the in the market. (Someone had to feed all of those hungry farmers, after all.) Today there are more than 30 restaurants operating in Farmers Market, serving everything from fondue to falafel. The market is home to nearly every type of cuisine imaginable: Korean, Mexican, Greek, Japanese, Singaporean, French, Lebanese, and good old American are all represented, along with many more.

[L.A.'s Original Farmers Market Cookbook](#) is a collection of recipes from the restaurants and vendors of Farmers Market assembled by **JoAnn Cianciulli**. Each recipe in the book is prefaced by the story of the vendor who contributed it, some who have been there since the opening and some who have come later on in the market's history.

Every day this week we are going to be sharing a recipe from *L.A.'s Original Farmers Market Cookbook* with you. Here's peek of what we have on the menu for this week: **Chilaquiles Verdes**, **Spanakopita**, **Potato Piroshki**, and **Hungarian Cinnamon Loaf**.—[Caroline Russock](#)

Win 'L.A.'s Original Farmers Market Cookbook'

Thanks to the good folks at [Chronicle Books](#), we are giving away five (5) copies of *L.A.'s Original Farmers Market Cookbook* this week. All you have to do is **tell us about your favorite farmer's market vendor** in the comments section below.





## 'L.A.'s Original Farmers Market Cookbook' - Cookbook Spotlight

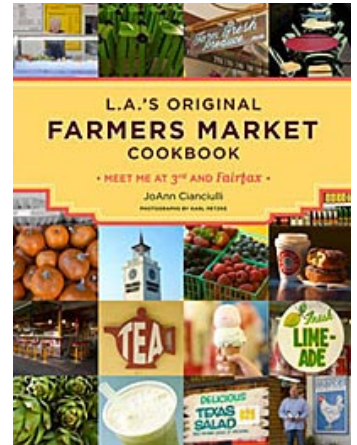
Jul 27th 2009 by Sara Bonisteel

### 'L.A.'s Original Farmers Market Cookbook: Meet Me at 3rd and Fairfax'

By JoAnn Cianciulli  
Photographs by Karl Petzke  
Chronicle Books -- 2009

Some cookbooks offer recipes ... others give you the secrets to your favorite dishes along with a healthy dollop of nostalgia.

JoAnn Cianciulli's "L.A.'s Original Farmers Market Cookbook" definitely falls into the latter category, detailing the history of this famed landmark from its humble beginnings in 1934 to its now storied incarnation at Third and Fairfax.



The author takes readers from vendor stall to vendor stall offering recipes from each. There's Bob's Coffee & Doughnut's secret to Caramel-and-Chocolate-Glazed Cake Doughnuts to Marconda's Meats Roasted Leg of Lamb with Garlic and Rosemary.

*See what we tested and whether it's worth buying after the jump.*

**Takeaway Tips:** "The merchants *are* the Market." It's a lot more fun to do your shopping with vendors you know on a first-name basis. Cianciulli lists the stall numbers of each vendor so readers can seek them out on their own journeys to the market. This cookbook aims to give readers tips from each vendor, from Lilian Sears of Coffee Corner's tip for the perfect cappuccino ("grind your beans right before making espresso") to Tusquellas Fish and Oyster Bar owner Bob Tusquellas' tip for making the crispiest Snow Crab Melt (toast the English muffin just before assembly).

**Quality of pictures:** Karl Petzke's photos are travelogue gorgeous, showing not only appetite-inducing food porn, but portraiture of the vendors and market stalls.

**We tested:** Gill's Old-Fashioned Ice Cream (Stall 416) Limeade. This recipe couldn't be easier, though it requires a juicer as you'll go through about 8 limes. The lime juice is combined with a simple syrup (a 1:1 ratio of sugar and water cooked on medium heat for about 2 minutes) to make a homemade concentrate that's tempered with about a quart of water. When the recipe was followed to the letter, it made a pretty sweet limeade, so we added the juice of a couple more limes and a bit more water to make it tart to our liking. We also tried combining the concentrate with seltzer water for a more bubbly refreshment.

**Worth the investment:** If the Original Farmers Market holds a special place in your heart, this is the book for you.

<http://www.slashfood.com/2009/07/27/l-a-s-original-farmers-market-cookbook-cookbook-spotlight/>





## **FACES: Amelia Saltsman and JoAnn Cianiulli**

**Summer, And The Farmers Markets, Are In Full Bloom. Find Out What L.A.'s Two Foremost Farmers Markets Experts Have To Say About That.**

BY ERIC ROSEN

Posted: 07/06/2009



Summer is in full bloom, and so are Los Angeles' farmers markets. For this month's FACES, we talked with L.A.'s two foremost farmers market experts, Amelia Saltsman and JoAnn Cianiulli.

Saltsman is the author of 2007's ***Santa Monica Farmers' Market Cookbook***. Cianiulli has also just written a new book, titled, ***L.A.'s Original Farmers Market Cookbook***, just in time for the 75th anniversary of the **Farmers Market**.

We talked with Saltsman and Cianiulli about just what it is that makes Los Angeles's farmers markets so special, and how the average home cook can take advantage of their bounty.

**LA.com: Los Angeles has over 80 farmers markets! What do you think sets them apart from others around the country?**

**Amelia Saltsman:** One of the things that makes us so unique is that we have 365 growing days a year, so that we're able take advantage of all the seasons more readily than some other areas. I think that's why California has been such a leader in the seasonal, ingredient-driven style of cooking. It's all about

having a sense of place, which is what JoAnn talks about in her book.

**JoAnn Cianiulli:** What's specific about L.A. is that it is a global melting pot. In the Fairfax farmers market, you have people from all over-Mexico, Central America, there's a French place. There are different pockets all over the city; communities like Thai town that are different than anywhere else. Most of the people I know aren't even from here.

**AS:** It's interesting you say that, because you're from New York, and I am a native Angeleno. I used to go to the Fairfax market as a little girl. We could take our guests to this wonderful, bustling, open-air marketplace that offered a lot of visual and taste impact. It's very much an anchor in the L.A. scene.

**JC:** People all over the country come there. I think that is key; that a food destination has become a tourist destination here in Los Angeles.

**LA.com:** Why do you think there is so much interest in farmers markets now? Does it have to do with economizing? Environmentalism? The fact that people just want to know where their food is coming from?

**JC:** Farmers markets are becoming so ubiquitous. It's on everyone's tongues. It's the way everyone is thinking. Chefs are cooking that way. It's an international way of cooking and thinking.

**AS:** The answer to all your questions is: yes. The farmers market movement is all about an awareness of many components. It's about the environment, the need to protect farmland so we don't just become an urban wasteland, and about thinking locally. L.A. is a sprawling megalopolis, but there are still farms in L.A. County. Much of our food that comes from small farms is grown within a 50-100 mile radius. In terms of carbon footprints, health issues and food safety, that makes an important statement. I also think we are hungry for real flavor, and for interaction with the growers and learning about our food.

**LA.com:** What should your average shopper or home cook do to make the most of a visit to the farmers market?

**JC:** We just need to use our senses-smell everything, look at the color, the feel, talk to the people that grew it. It's fun to go to the farmers market with a bunch of people. It's like a buffet! You taste, you shop, and you know what you're getting. One of my favorite parts is that farmers invite you to try their product, because when you make a decision, flavor is key.

**AS:** The average shopper can be intimidated or overwhelmed if they're not

familiar with shopping in this way. As with anything, you just have to start, and you have to use all your senses to understand why this is important and why it works. Ask questions. The more you go, the more familiar it becomes, and you develop relationships. What is really important for the home cook who doesn't have a lot of time and who isn't looking to create fancy, vertical food on the plate is that truly ripe, fresh ingredients raised for flavor and quality-the simplest and most common ingredients-are all there for them. When you have great food, you don't need to do much to it.

**LA.com: What are some of the most interesting, special or crazy things that you've found at our farmer's markets?**

**AS:** What makes my mouth water are the everyday foods like peas or the best tasting Swiss chard. Things you never thought would be worthy of writing an ode to. You know it's good when you're waxing poetic about potatoes and onions. A couple years ago, one of the farmers started bringing big bundles of little pods on branches, and I thought, what was that? Each pod 1.5 inches long, opened it up and inside were two perfectly formed green garbanzo beans. You stop and think, wait, how do garbanzo beans grow and what do they look like when they're not in the can. If you were at a market in India, you would find these bundles of green garbanzo beans in spring and early summer. That was such an exciting discovery, and what was equally exciting was that responsible farmers grow legumes in they're crop rotation because it replenishes the soil. It's a great sustainable practice that the farmer can turn around and sell. It's a great cycle of nourishing the field, cleaning the environment, and producing delicious food.

**JC:** Garbanzos really got me too. I first saw them about four years ago, and it was shocking to see them still green. It was the color that made me think, "What are those?"

**AS:** When it's a seasonal thing, you enjoy them green and young in one particular way, and then late in the season, they're golden and starchier and very different.

**LA.com: Is that the key to farmers markets-inspiration, reinvigoration, the reinvention of everyday foods?**

**JC:** Yes. What's that saying? "Sometimes the best ingredient is the one the chef left out"? There is something remarkable and tastefully simple about not muddling ingredients, and letting them sing on their own without doing too much. If it's already fresh, it already has the perfect flavor, and it's almost disrespectful to mess with it.

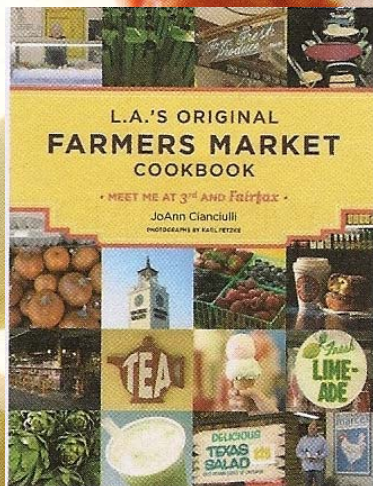
**AS:** Absolutely. The upside to all this is that it makes food preparation that much easier. If it already tastes good you don't have to do anything!



# edible

## LOS ANGELES®

Exploring Local Food Culture Season by Season • No. 5 Summer 2009



### LA'S ORIGINAL FARMERS MARKET

*L.A.'s Original Farmers Market Cookbook*, whose publication this year celebrates the institution's 75th anniversary, is more than a collection of recipes, a tribute or even, as author JoAnn Cianciulli puts it, a memoir. It's also a love letter to a landmark: a place that optimizes both the old LA and the city's proclivity to reinvent itself. What started as a dirt lot where farmers could pay 50 cents a day to park their trucks and sell their produce has become a Mecca of gourmet goods and restaurants; a destination for visitors and locals alike. The Farmers Market doesn't stand out of time so much as it *absorbs* time: Third-generation vendors share customers with the Grove, and the original marketplace stands largely unaltered.

Cianciulli's cookbook introduces recipes with the stories of the people who provided them, and the photography, including shots of food and local faces, reflects the community feel. Family histories, foodie trivia and a healthy dash of Hollywood lore take the locavore ethos of learning where our food comes from—and who prepared it—to a whole new level. Neighborhood farmers' markets are thankfully becoming *de rigueur*, but here is fresh incentive to visit The Original. What's more, each entry comes with its corresponding stall number, for when the food seems just too good to enjoy on your own.

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## 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](http://www.farmersmarketla.com).



They're Number  
Onesie: Best  
Baby Boutiques

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Audigier Out of  
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Robert Downey Jr.  
Gets Sappy, and  
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# Los Angeles

## 101

### CHEAP EATS

Burgers! Pizza!  
Tacos! Dumplings!  
Your Order's Up!

#### » SMALL BITE

Out this month is *L.A.'s Original Farmers Market Cookbook*, by JoAnn Cianciulli, with recipes and historical tidbits from the 3rd and Fairfax landmark.

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**PLUS:**  
Searching for  
the Next Cesar Millan

BY TAMAR BROTT

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THE TRIBES OF L.A.

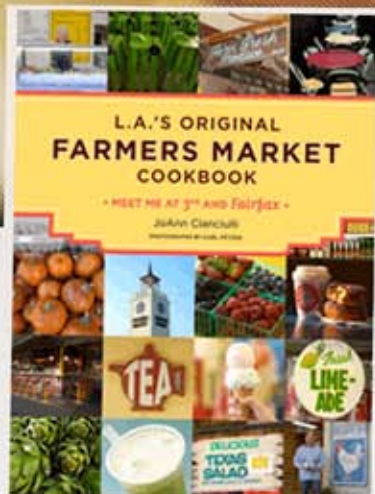


LOS ANGELES

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## To Market We Go!

This summer, LA's Original Farmers Market celebrates its 75th birthday. To mark the occasion, food writer and *Top Chef Los Angeles* producer JoAnn Cianciulli brings us L.A.'s *Original Farmers Market Cookbook: Meet Me at Third and Fairfax* (Chronicle; \$22.95). From vendor profiles to market history, photographs, and recipes for classic dishes such as falafel sandwiches from Moishe's and chicken pot pie from Du-par's, Cianciulli's glimpse into one of the city's favorite foodie destinations has our mouths watering.—L.M.

## OUR CAST

David Arquette  
Lawrence Bender  
Keely Shaye Brosnan  
Ron Burke  
Brooke Burns  
Cedric the Entertainer  
Eva Chow  
Natalie Cole  
Susan Dolgen  
Jermaine Dupri  
Doug Ellin  
Perry Farrell  
David Foster  
Roger Friedman  
Cathy Griffin  
Barbara Guggenheim  
Hartwell  
R. Couri Hay  
Perez Hilton  
Arianna Huffington  
n & Chief William Braiton  
Robin Leach  
Irena & Mike Medavoy  
Kai Milla  
Justin Murdock  
Josh Richman  
Akasha Richmond  
Lisa Rinna & Harry Hamlin



44 PROJECTS live on a houseboat • mix a manhattan • build a table • feed the birds

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INSTRUCTIONS FOR EVERYDAY LIFE

6

SIMPLE,  
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READYCULTURE

THE TEN  
SPOT

NIC ON!  
ES THAT REMIX  
ASSICS

REMA

on our radar this month projects

BEDROOM

4

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Celebrating its 75th anniversary, **L.A.'s Farmers Market** at Third and Fairfax started the "farm fresh" trend back in 1934. It took place in a dirt lot with a dozen farmers selling fresh fruit and veggies to Depression-era housewives. Today, that same spot is home to 85-plus locally owned places to eat, buy, see, and be seen. Anniversary specials include a July celebration and the new *L.A.'s Original Farmers Market Cookbook*. \$23; [chroniclebooks.com](http://chroniclebooks.com)

L.A.'S ORIGINAL  
FARMERS MARKET  
COOKBOOK

• MEET ME AT 3<sup>RD</sup> AND FAIRFAX •

JoAnn Cianciulli  
PHOTOGRAPHS BY KARL PETEK

OLD-SCHOOL MARKET

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# Culinary Cornucopia: Landmark at Third and Fairfax celebrates 75 years of good food

May 20, 2009

By Natalie Haughton Food Editor

In July 1934 on a vacant lot at Third Street and Fairfax Avenue, 18 farmers began selling produce off the back of their trucks. They each paid 50 cents a day rent to A.K. Gilmore (the owner of the Gilmore Oil Company). That little ad hoc venture during the Great Depression has since grown into a thriving Los Angeles icon, the Original Farmers Market.

This year the bustling landmark is celebrating its 75th anniversary and features a cornucopia of more than 100 stalls and shops.

Although the original market with its stalls remains intact, the landscape surrounding it has changed in recent years. In 2002 an expansion added the North Market and the Market Plaza. In addition, The Grove Los Angeles, a high-end lifestyle center with restaurants, shops, a dancing fountain and live concerts on a central park, opened on A.K. Gilmore land (still family owned) adjacent to the market seven years ago with a vintage green trolley and a "Main Street" connecting the new and the old.

The Grove has re-energized the enduring old-time market and given it new verve along with enticing a younger crowd resulting in a younger vibe, notes **JoAnn Cianciulli, author of the recently released "L.A.'s Original Farmers Market Cookbook: Meet Me at 3rd and Fairfax" (Chronicle Books; \$22.95).** The Grove and the market play off one another - and offer the best of both worlds in a single destination.

But "the market remains what it has always been - a place to meet, eat, shop and relax," she adds. "It's a thriving, ongoing festival of sights and sounds, flavors and smells in the center of our nation's second-largest city. It's a melting pot with food from all over the world. I love this place, it has such charm and nostalgia."

With more than 50 eateries, grocers and specialty food places under one roof, the maze of market stalls offer something for everyone - Mexican, Middle Eastern, Brazilian, American diner fare, Chinese, French, Thai, pizza, gumbo, pastries, yogurt, ice cream, English toffee, breads, sushi, crepes, fresh produce, meats, sausages, poultry, seafood, cheeses, wines, hot sauces, teas and more.

Among the options and reasons to frequent the unique place are family-owned and -operated stalls like Loteria! Grill, The French Crepe Company, Pampas Grill, The Gumbo Pot, Littlejohn's English Toffee House, Moishe's Restaurant, Thee's Continental Pastries, Bennett's Ice Cream, Singapore's Banana Leaf, La Korea, Peking Kitchen, Farm Boy and Farm Fresh Produce, Tusquellas Fish & Oyster Bar, Magee's House of Nuts, Monsieur Marcel Gourmet Market and such.

Stroll the stands leisurely, select a few choices to sample, grab a patio table, dive in and enjoy.

You can read all about the market merchants, the faces behind the places, in Cianciulli's book filled with more than 75 recipes for home cooks, some from stall owners and others developed by the author using market products to capture the spirit and reflect the personality of the market.

"It's more than a cookbook," says Cianciulli, who was drawn to the market to relax, eat, people watch and dawdle when she moved to Los Angeles from New York 17 years ago to pursue and merge her passion for food, television and entertainment.

"I call it a food lovers' storybook. It is about the food, people and history of this Los Angeles landmark."

Cianciulli also passes out historical notes and trivia from a treasure trove of the multigenerational vendors' memories and experiences along the way, giving readers a sense of what the market is all about. There are loads of vibrant color photographs that make the market come alive.

You'll learn that Blanche Magee, a local restaurateur from downtown Los Angeles who began selling lunch to the farmers in the beginning, established Magee's Kitchen, the first nonfarmer tenant at the market, which is still going strong. Phyllis Magee, who married into the family, has carried on the legacy and still uses some of Blanche's recipes. Today, corned beef, turkey and roast beef are daily menu mainstays. "As long as I love it, I will be here," says Phyllis, who works at the stall daily when she's in town.

Bill Thee, the owner of Thee's Continental Pastries for the last three decades, stops his baking tasks behind the counter one recent day to tell us, "We specialize in European-style pastries with whipped cream and butter (no substitutes). We're a from-scratch bakery known for our Princess Torte, Alligator Coffee Cake and croissants." Also famous for the Pink Elephant Cake, Thee adds, "That goes back four generations."

If you want to celebrate the anniversary or share a market memory, go to [www.farmersmarketla.com](http://www.farmersmarketla.com) to peruse the festivities.