



For Immediate Release

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TV Host Christopher Kimball Launches Milk Street Kitchen

(Boston, MA, June 1, 2016). CPK Media LLC today introduced Milk Street Kitchen (www.milkstreetkitchen.com), a multi-media company focusing on a fresh, healthier approach to home cooking. Christopher Kimball, founder of Cook's Illustrated and America's Test Kitchen, started Milk Street to transform the American kitchen.

"Our goal is to change how we cook," says Kimball. "We're going to open the door to a world of new ideas, new techniques, and new flavor combinations. There is no ethnic cooking. There are no foreign cuisines. It's all just cooking," he says.

Over the next year, Milk Street Kitchen will roll out a public television cooking show, a retail cooking school at 177 Milk St., Boston, magazines, cookbooks, and a new digital platform. Kimball will continue to host his weekly public radio show.

"Everything around us is changing, yet our kitchens are standing still. Just like fashion and music, home cooking needs an infusion of new ideas from around the world and here at home to make it bolder and fresher," says Kimball. "This is a personal awakening, not just another day in the kitchen. I've dramatically changed the way I cook. Sweet, sour, salty, bitter, crunchy, creamy – these are my new passions. I've fallen in love with cooking again."

A lifetime Deadhead, Kimball often compares cooking to music. "Anyone can learn a song. But a good musician plays music; there's a difference. I've always wanted to teach people how to cook, not just to follow recipes."

Kimball adds, “There are some things that should never change. I still love Apple Pie. I love it so much that I hope it’s my last meal!” said Kimball. “But with just a little help from Milk Street, one can produce dishes that are far beyond what we all think is possible at home. It’s as simple as redefining what we mean by cooking. It’s not just about heat.”

Home cooks can join Milk Street Kitchen for free recipes, cooking tips, Kimball’s notes from Vermont and for news updates (MSK website link). Milk Street Kitchen will also offer free classes to kids and parents. Partnerships with local and national nonprofit organizations will be announced later in the year.

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About Christopher Kimball: Christopher Kimball founded Cook’s Magazine in 1980 and served as publisher and editorial director through 1989. In 1993, Mr. Kimball re-launched Cook’s Magazine as Cook’s Illustrated and went on to found Cook’s Country magazine in 2004. Mr. Kimball is the host and executive producer of the two highest rated cooking shows on public (and cable) television: America’s Test Kitchen, currently in its 16th season, and Cook’s Country which begins its 9th season this September. He remains as host of both shows through 2016. Mr. Kimball is also the host of America’s Test Kitchen Radio, a weekly public food radio show (and podcast) broadcast on over 300 stations nationwide. Mr. Kimball is the author of several books including, most recently, Fannie’s Last Supper. In 2015, Mr. Kimball left America’s Test Kitchen to found a new company, Milk Street Kitchen, devoted to teaching home cooks fresher, better ways to prepare foods at home.

Christopher Kimball is available for interview upon request.

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