

NEW
MARCH 2011
ADDITION
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Now Eat This! Diet

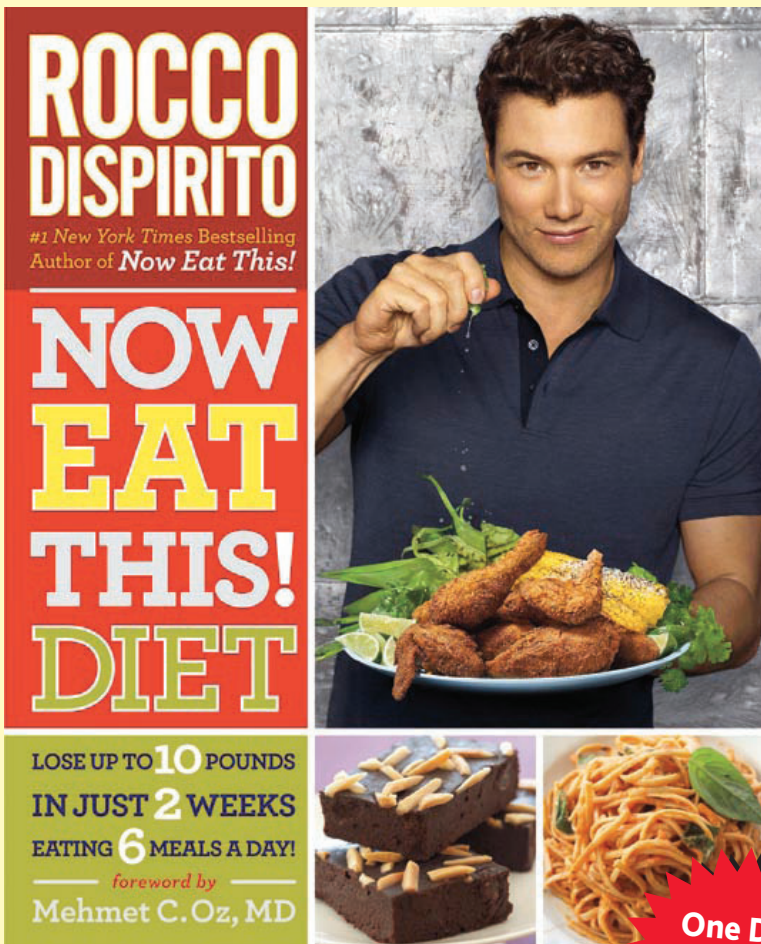
ROCCO DISPIRITO

FOREWORD BY MEHMET C. OZ, MD

#1 *New York Times* bestselling celebrity chef Rocco DiSpirito expands his Now Eat This! brand with a new diet book that makes weight loss easy—and delicious.

On the heels of the bestselling success of his low-calorie *Now Eat This!* cookbook, Rocco DiSpirito expands his brand with a weight-loss program guaranteed to produce maximum results with minimum effort.

Award-winning celebrity chef Rocco DiSpirito changed his life and his health—without giving up the foods he loves or the flavor. He has lost more than 20 pounds, participated in dozens of triathlons, and—after an inspirational role as a guest chef on *The Biggest Loser*—changed his own diet and the caloric content of classic dishes on a larger scale. In his NOW EAT THIS! DIET, DiSpirito offers readers a revolutionary 2-week program for dropping 10 pounds quickly, with little effort, no deprivation, and while still eating six meals a day and the dishes they crave, like mac & cheese, meatballs, BBQ pork chops, and chocolate malted milk shakes. The secret: Rocco's unique meal plans and his 75 recipes for breakfast, lunch, dinner, dessert, and snack time, all with zero bad carbs, zero bad fats, zero sugar, and maximum flavor. Now readers can eat more and weigh less—it's never been so easy!



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- The first book in Rocco DiSpirito's new program, *Now Eat This!* (Ballantine, 3/10), hit #1 on the *New York Times* bestseller list and stayed there for months. It also hit the *Washington Post*, *USA TODAY*, and *Publishers Weekly* bestseller lists. After eight printings, it has sold more than 250,000 copies.
- **NOW EAT THIS! DIET** is the first of three books GCP has committed to publish, including *Now Eat This! Quick Fixes* (GCP, 9/11) and *Now Eat This! Italian* (GCP, 11/11).
- Dr. Mehmet Oz, six-time *New York Times* bestselling author of the *You* series, will write the foreword for this book. Dr. Oz has his own TV show, hosts a show on Sirius radio, has acted as the health expert on *Oprah* for five seasons and will add undeniable credibility to the *Now Eat This!* movement.
- Rocco DiSpirito has appeared on both weight loss and food television series such as *The Biggest Loser* and *Top Chef*. He is also a regular guest on *Good Morning America*, *Rachael Ray*, *Dr. Oz*, and *The Doctors*. He will be headlining a new Bravo cooking competition reality series, tentatively called *Rocco's Dinner Party*.
- Rocco DiSpirito won the James Beard Award for his cookbook *Flavor* (Hyperion, 11/03). He was voted America's Best New Chef by *Food & Wine* and Most Exciting Young Chef by *Gourmet*.
- Rocco DiSpirito lives in New York City.



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 680 cal, 30g fat
AFTER:
337 cal, 10g fat



SHRIMP TOSTADA
BEFORE:
 1089 cal, 70g fat
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199.5 cal, 5g



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