

THE HEALTHY VEGAN

An exciting combination of vegan and raw food dishes

DVD RELEASE DATE: MAY 2009



Eat Good and Feel Good with delicious plant-based and raw food dishes!

ACCLAIMED CHEFS, ROSE ELLIOT, TONY BISHOP-WESTON AND INNOVATIVE VEGAN CHEF, JOHN BAYLEY PRESENT CULINARY TECHNIQUES AND RECIPES FOR CREATING TASTY HEALTHY MEALS WITHOUT THE RECOURSE FOR FATTY ANIMAL PRODUCE. THE DVD COMBINES ROSE'S APPROACH TO TRADITIONAL AND SPECIAL OCCASION MEALS; WITH TONY'S EVERY DAY SIMPLE MEALS; COMPLEMENTED BY JOHN'S CREATIVE APPROACH TO USING RAW FOOD TO CREATE SOME SIMPLY MOUTH WATERING AND NUTRITIONALLY BALANCED MENUS.

THE DVD IS CREATED FOR VEGANS, VEGETARIANS AND THOSE WISHING TO REDUCE THEIR MEAT INTAKE. THE DVD INTRODUCES COMPREHENSIVE AND EXCITING MEAL OPTIONS OTHER THAN THE USUALLY PERCEIVED VEGETARIAN FOOD OPTIONS SUCH AS BEAN BURGERS, PASTA WITH TOMATO SAUCE, NUT ROAST ETC. FOR THOSE THAT ARE ALREADY VEGETARIAN AND VEGANS, IT INTRODUCES WHOLE MEAL FOODS, FULL OF FLAVOURS, TEXTURE AND GOODNESS MADE WITH INGREDIENTS THAT THEY MAY OR MAY NOT HAVE TRIED BEFORE.

EXTRAS ON THE DVD INCLUDE DIETARY ADVICE BY NUTRITIONIST YVONNE BISHOP-WESTON, BSC DIP ION MBANT, CULINARY EQUIPMENT TECHNIQUES USED BY CHEFS AND A SIMPLE GUIDE ON SHOPPING FOR FRESH FRUITS AND VEGETABLES. THIS DVD IS A MUST HAVE FOR ALL THOSE WISHING TO IMPLEMENT HEALTHY EATING AND LIFESTYLE CHANGES.

RELEASE DATE: MAY 2009
R.R.PRICE: £17.99

CAT NUMBER:WDFVD002
CERT: E FOR EXEMPT

FOR FURTHER INFORMATION OR REVIEW COPIES, PLEASE CONTACT: FOLAKE BALOGUN

TEL: 020 7354 5320 EMAIL: INFO@WDFPRODUCTIONS.CO.UK

FACT SHEET

TITLE:	THE HEALTHY VEGAN
LENGTH:	150 MINUTES APPROX
DVD CODE:	WDFVD002
CATEGORYS:	COOKERY/LIFESTYLE/DIET
RELEASE DATE:	MAY 2009
PRODUCT DETAILS:	<ul style="list-style-type: none">• CHEFS: ROSE ELLIOT, TONY BISHOP-WESTON AND JOHN BAYLEY• FORMAT: PAL, WIDESCREEN• LANGUAGE: ENGLISH• REGION: REGION 0• ASPECT RATIO: 16:9• NUMBER OF DISCS: 1• CLASSIFICATION: EXEMPT• RUN TIME: 150 MINUTES APPROX• DVD FEATURES:<ul style="list-style-type: none">○ MAIN LANGUAGE: ENGLISH○ AVAILABLE AUDIO TRACKS: 2.0 STEREO○ DISC FORMAT: DVD 9○ 52 PAGE FULL COLOUR RECIPE BOOKLET○ BONUS FEATURES (30 MINS APPROX) EXTRA INTERVIEWS

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PROMOTIONAL MATERIALS:

THE FOLLOWING SHOULD BE USED AS PROMOTIONAL MATERIALS:

- THE ABOVE DESCRIPTION AS KEY MESSAGE
- A PRESS KIT, INCLUDING FACT SHEET, PRESS RELEASE BIOGRAPHY AND INTERVIEW WILL BE MADE AVAILABLE.
- SET OF PROMOTIONAL STILLS
- DVD ARTWORK
- WEBSITE WITH BONUS FEATURES

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PRODUCTION CREDITS:

PRODUCED BY: ANDY KELLEHER

EXECUTIVE PRODUCER: FOLAKE BALOGUN

RELATED MERCHANDISE:

INDIVIDUAL VIEWER PURCHASE: VARIOUS BOOKS BY ROSE ELLIOT AND TONY BISHOP-WESTON ARE AVAILABLE IN BOOKSTORES NATIONWIDE.

COMMUNICATION & SALES CONTACT:

WDF PRODUCTIONS

0207 254 5320

INFO@WDFPRODUCTIONS.CO.UK

WEB SITES:

WWW.THEHEALTHYVEGANDVD.COM

WWW.THEHEALTHYVEGAN.CO.UK

WWW.WDFPRODUCTIONS.CO.UK

BIOGRAPHIES

ROSE ELLIOT

ROSE ELLIOT MBE IS BRITAIN'S FOREMOST VEGETARIAN COOKERY WRITER AND HER BOOKS HAVE WON HER POPULAR ACCLAIM ALL OVER THE WORLD. SHE HAS WRITTEN OVER 60 BOOKS, INCLUDING *VEGAN FEASTS*, AND IS A FREQUENT CONTRIBUTOR TO NATIONAL MAGAZINES, RADIO AND TV AS WELL AS GIVING COOKERY DEMONSTRATIONS THROUGHOUT THE UK.

FOR MORE ABOUT ROSE, HER BOOKS AND RECIPES, SEE HER WEBSITE, WWW.ROSEELLIOT.COM



TONY BISHOP-WESTON

MULTI-TALENTED TONY RAN THE AWARD WINNING BED AND BREAKFAST THE TAIGH NA MARA, WAS HEAD OF MARKETING AND PR AT THE VEGAN SOCIETY AND IS NOW A FREELANCE VEGAN PR EXPERT. HIS COOKERY BOOKS INCLUDE 'VEGAN' AND 'RAINBOWS AND WELLIES'.

FOR MORE INFORMATION PLEASE VISIT WWW.FOODSFORLIFE.CO.UK



JOHN BAYLEY

JOHN BAYLEY HAS WORKED AS A VEGAN/VEGETARIAN CHEF FOR OVER 7 YEARS. HE WAS AWARDED A FULL BURSARY TO ATTEND 'THE SCHOOL OF NATURAL COOKERY' IN COLORADO, USA AND SINCE THEN HAS BEEN VEGAN HIMSELF. HE HAS WORKED AT MANY DIFFERENT LOCATIONS INCLUDING GLASTONBURY FESTIVAL - THE GREEN PARTY CONFERENCE - CAFE PRASAD, BOULDER, USA AND WAS RECENTLY THE FIRST APPRENTICE TO WORK AT SAF RESTAURANT, SHOREDITCH, LONDON. JOHN IS CURRENTLY WORKING AS HEAD CHEF AT ALOKA RESTAURANT IN BRIGHTON.

FOR MORE INFORMATION PLEASE VISIT WWW.CASHEWCATERING.CO.UK.

