



FOR IMMEDIATE RELEASE

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Amy Trubek Author of "The Taste of Place" to Present Talk at Café Soleil

L'Étoile Restaurant and Café Soleil are pleased to welcome author Amy Trubek, author of *The Taste of Place: A Cultural Journey into Terroir* for a book talk and reception on Tuesday, July 29th from 5:30-7:00 pm. The author talk starts at 6, and there will be mingling while guests enjoy some delicious wine and artisan cheese before and afterwards. Amy's books will be available for purchase at the event.

Tickets for the talk and reception are available at Café Soleil for \$10. Proceeds from the event and book sales will benefit REAP Food Group's Wisconsin Homegrown Lunch program, an initiative promoting local and sustainable foods and food education in our area schools.

While much has been written about the concept of terroir as it relates to wine, in her vibrant, personal book, Amy Trubek, expands the concept of terroir into cuisine and culture more broadly. Bringing together lively stories of people farming, cooking, and eating, she focuses on a series of examples ranging from shagbark hickory nuts in Wisconsin and maple syrup in Vermont to wines from northern California. She explains how the complex concepts of terroir and *goût de terroir* are instrumental to France's food and wine culture and then explores the multifaceted connections between taste and place in both cuisine and agriculture in the United States.

How can we reclaim the taste of place, and what can it mean for us in a country where, on average, any food has traveled at least fifteen hundred miles from farm to table? Written for anyone interested in food, this book shows how the taste of place matters now, and how it can mediate between our local desires and our global reality to define and challenge American food practices.

For more information about the book talk, or how to obtain tickets, contact 608-251-0500.

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