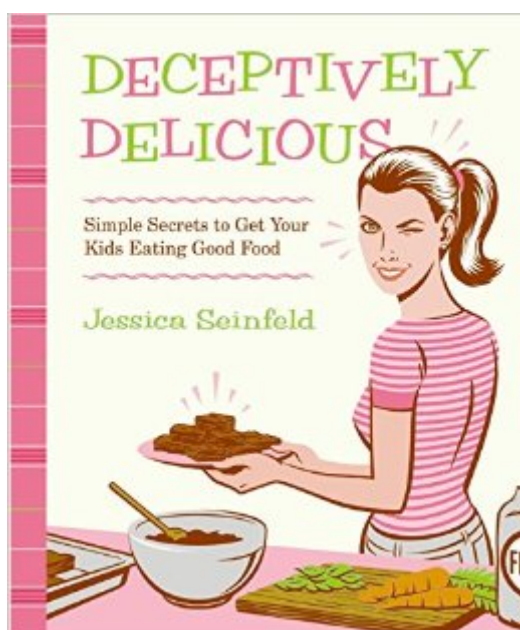


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Deceptively Delicious: Simple Secrets To Get Your Kids Eating Good Food



Synopsis

It has become common knowledge that childhood obesity rates are increasing every year. But the rates continue to rise. And between busy work schedules and the inconvenient truth that kids simply refuse to eat vegetables and other healthy foods, how can average parents ensure their kids are getting the proper nutrition and avoiding bad eating habits? As a mother of three, Jessica Seinfeld can speak for all parents who struggle to feed their kids right and deal nightly with dinnertime fiascos. As she wages a personal war against sugars, packaged foods, and other nutritional saboteurs, she offers appetizing alternatives for parents who find themselves succumbing to the fastest and easiest (and least healthy) choices available to them. Her modus operandi? Her book is filled with traditional recipes that kids love, except they're stealthily packed with veggies hidden in them so kids don't even know! With the help of a nutritionist and a professional chef, Seinfeld has developed a month's worth of meals for kids of all ages that includes, for example, pureed cauliflower in mac and cheese, and kale in spaghetti and meatballs. She also provides revealing and humorous personal anecdotes, tearâ "out shopping guides to help parents zoom through the supermarket, and tips on how to deal with the kid that "must have" the latest sugar bomb cereal. But this book also contains much more than recipes and tips. By solving problems on a practical level for parents, Seinfeld addresses the big picture issues that surround childhood obesity and its longâ "term (and ruinous) effects on the body. With the help of a prominent nutritionist, her book provides parents with an arsenal of information related to kids' nutrition so parents understand why it's important to throw in a little avocado puree into their quesadillas. She discusses the critical importance of portion size, and the specific elements kids simply must have (as opposed to adults) in order to flourish now and in the future: protein, calcium, vitamins, and Omega 3 and 6 fats. Jessica Seinfeld's book is practical, easyâ "toâ "read, and a godsend for any parent that wants their kids to be healthy for a long time to come.

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Customer Reviews

It has become common knowledge that childhood obesity rates are increasing every year. But the rates continue to rise. And between busy work schedules and the inconvenient truth that kids simply refuse to eat vegetables and other healthy foods, how can average parents ensure their kids are getting the proper nutrition and avoiding bad eating habits? As a mother of three, Jessica Seinfeld can speak for all parents who struggle to feed their kids right and deal nightly with dinnertime fiascos. As she wages a personal war against sugars, packaged foods, and other nutritional saboteurs, she offers appetizing alternatives for parents who find themselves succumbing to the fastest and easiest (and least healthy) choices available to them. Her modus operandi? Her book is filled with traditional recipes that kids love, except they're stealthily packed with veggies hidden in them so kids don't even know! With the help of a nutritionist and a professional chef, Seinfeld has developed a month's worth of meals for kids of all ages that includes, for example, pureed cauliflower in mac and cheese, and kale in spaghetti and meatballs. She also provides revealing and humorous personal anecdotes, tear–out shopping guides to help parents zoom through the supermarket, and tips on how to deal with the kid that "must have" the latest sugar bomb cereal.

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Jessica Seinfeld's book is practical, easy–to–read, and a godsend for any parent that wants their kids to be healthy for a long time to come. Bob Greene, author of *The Best Life Diet*: "I found the techniques for adding vegetables to meals extremely creative and the recipes fantastic! *Deceptively Delicious* is a must have for your healthy kitchen." Questions for Jessica Seinfeld .com: My seven-year-old inspects the food on his plate like a hawk (if there was a hawk that only ate bagels and macaroni). Anything with the least bit of color goes untouched. What's a mom or dad to

do? Seinfeld: Two of my three children were exactly the same way. The vegetables, which I worked hard to prepare, not only went untouched, they were often insulted ("Eeewww...!"). And the harder I pushed them to eat good food, the harder they pushed back. We were literally ruining each other's meals. That conflict was the inspiration for the book. I realized I wasn't going to win the power struggle, so I decided to join them on their turf. I started with the foods they would eat (chicken nuggets, tacos, macaroni and cheese) and I added a pureed vegetable of the same color. So if your child only eats macaroni and cheese (or noodles and butter), you should add cauliflower or yellow squash puree, which utterly disappears. Everyone wins: they get the nutrition they need and you get the satisfaction of doing a better job as a parent.

.com: That same picky second-grader will often try something new one time and declare he likes it, but the next time we serve it, he seems to have lost his spirit of adventure and won't eat it again. Any advice? Seinfeld: First and foremost, remember that not every meal you prepare for a child will be a success. Kids at this age are naturally testing preferences, pushing boundaries, and changing their minds. That's part of their development and those are urges not worth battling. As I learned the hard way, the more pressure you apply, the more kids will "hate" certain foods. And, while it would be nice if kids had a "spirit of adventure" when it comes to food, I've found it's best to eliminate adventure and stick to the basics--foods they already love, laden with added nutrition they don't know is there. Finally, be consistent, firm and patient. I have a rule in my house: you don't have to eat what's on the plate, but what's on the plate is all that's being served. Eventually, they come around.

.com: Are your kids interested in cooking yet? Are there ways to introduce healthy eating habits with the child helping in the kitchen? Seinfeld: My children are interested in baking because they love any excuse to be around sweets. But I make sure whatever we bake has pureed veggies in it and is actually low in refined sugar. So my children actually think baking cakes, brownies, and cookies with sweet potatoes, carrots, or beets is the proper way to cook.

.com: What are your kids' favorite recipes in the book? Seinfeld: Every recipe in this book is a favorite. I've tried out countless creations on my kids, and if they didn't love them (which happened frequently!), they didn't make it into the book. But, if pressed, I will say they are crazy about the tacos, the chicken nuggets, the brownies, the pancakes, and my birthday cakes. [See her recipe for delicious brownies made with carrot and spinach.]

.com: I have to ask it, since I know many readers will: do these recipes require a squad of personal chefs to prepare, or can a busy mom or dad without seven years of Seinfeld residuals put them together by themselves? Seinfeld: I'm a busy mom with three kids, a job, and a husband who travels constantly, but I'm uncompromising when it comes to my kids' health and nutrition. Leaving that to someone else is out of the question. My parents had three kids and both worked too, and we always managed to eat

healthy meals as a family. That's the standard I've always wanted to meet. So when I started creating recipes from my pureed veggie experiments, I had three criteria: my kids had to love the food, the preparation had to be quick, and the process had to be simple. Believe me, if I can do these recipes quickly and easily, ANYONE can. .com: How are the reading skills of Sascha, your oldest child and pickiest eater? Have you blown your cover by publishing your secrets? Seinfeld: My daughter is almost seven and she not only can read, she's fully aware that her mother cooks with vegetables all the time. Two years ago, she was a picky four-year-old who thought she hated vegetables. But once she was converted and started seeing those purees going into the desserts she loves, she started to ignore the fact that they were going into the rest of her foods as well. Now it's the only kind of cooking she knows. So, to anyone with young children--start cooking Deceptively Delicious food when they are young! It's much easier than trying to change habits later on. --This text refers to an out of print or unavailable edition of this title.

â œJust when youâ d abandoned all hope of ever convincing your kids to eat their carrots, here comes Jessica Seinfeld.â • (Redbook Magazine)â œSeinfeldâ s recipes were written with determined simplicity.â • (Cookie magazine)â œAn elegant planâ |. The recipes blend nutrition into a meal and harmony into mealtime.â • (Publishers Weekly)

The food does not look, taste, or smell like the original thing intended. Like the chicken nuggets have green in them and the peanut butter banana muffins smell like cauliflower. We have 4 picky eaters, the 2 and 3 year olds wouldn't even touch the ones we tried. We did find a couple of things the bigger kids were ok with. The non picky eaters liked all we tried so far.

I really like this cook book. I have been hiding veggies in foods for a while but I like to have new recipes and the kids have liked everything I have made from this book.

A lot of recipes only add 1/2 c of sweet potato or carrot to a recipe that serves 8. Doesn't seem worth it. Also, I'm trying to get green vegetables into my kid and there are limited recipes with these in them.

Bought this book for mu daughter with 3 toddlers. I have been reviewing it and she is delighted with being empowered with the ability to secretly givie the kids vegetables. Planning and organizing is important to prepare meals adding the secret purees.

This cookbook has some great suggestions on how to incorporate veggies into your kid's food. I found a few tips that I use all the time. Love the puree of veggies and keeping it frozen until you may need them to throw into some dish. Use it w/ kale and butternut squash that I sneak into food all the time and no one seems to notice!

All this is a basic recipe book (no glamorous or easy to use recipes) that recommends what pureed veggies you should use. Save yourself some money and puree veggies, freeze in ice tray containers and add a few to whatever you're making for dinner. Taste to make sure you haven't made the pureed veggies noticeable and serve. That's pretty much what this book will tell you.

but I do not think this cookbook is it. I like the way it hides veggies and that is the main reason I bought it. But I feel it is limited (or maybe it is me that is limited). I really thought the cookbook would have been more working parents friendly. I do not have the time to do a lot of what is recommended in the book. I have to do as I go. Also, I was surprised at some of the recipes. I was hard pressed to find a handful that my picky 4 year old would eat. With that being said, I am not giving up. I am going to try what I think she will eat as the basis of what this cookbook is about is my main goal...getting more veggies into my child. I am also going to modify some recipes that use items that my child will not eat (like cheese). So I may very well come back with a different review.

I got this book several months ago at the suggestion of a friend, and I use it on a weekly basis. My husband and son absolutely love the banana bread (though I make it with either squash or sweet potato rather than cauliflower); my husband and his friends loved the coffee cake (though I used pineapple rather than squash); my son and I like the brownies, but my husband doesn't. My son likes the scrambled eggs with cauliflower, but I think they have a horrible texture (not "fluffy" at all like the book claims) and smell horrible. My son also loves the pudding - which is ok (not great) on the first day, but after that just smells like fermented avocado. My son's only 1 and a half, so he can't really eat that amount of pudding in one day, and he really only gets treats every once in a while after dinner, so something like the pudding wouldn't keep long at all. The aloha chicken kebabs just tasted like regular chicken. I was really disappointed that, after adding coconut and pineapple and soy sauce, they didn't taste like anything special at all (I used panko bread crumbs instead of whole wheat and flax seed - which if I remember correctly is what she called for - and adding such a dense shield to them would have hidden any sweetness even more). We like the

meatball soup, but I'm disappointed that I have to alter that recipe - along with several others - to make the meatballs not fall apart. They certainly don't "roll" like they're supposed to. It's just slop. And she and her family must eat some itty bitty portions for that particular recipe to amount to 10 servings. It was 4 dinner-sized servings for us. And I still felt a bit hungry after finishing my bowl. This book has given me lots of good ideas of how to add purees to my food, though. And the recipes are a wonderful springboard (if you have time to tweek everything to improve the texture and taste. I'm a SAHM, so I can do that, but I can't imagine a mom who works outside the home having time to deal with that). I would recommend this book to my mom friends who already know how to cook. But I wouldn't recommend it to someone who's just learning. If you don't know how to tweek recipes (which you honestly shouldn't have to do), you're gonna be disappointed.

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