

Penny Lane Press of Colorado
Carol Ann Kates
970-669-7903
CarolAnn@CarolAnnKates.com
www.carolannkates.com

FOR IMMEDIATE RELEASE

**Worried About Rising Food Costs?
Learn the Ins and Outs and Dos and Don't of Grocery Shopping from an Insider**

WINDSOR, COLORADO

October 11, 2023

Penny Lane Press is pleased to announce the release of *Grocery Shopping Secrets*, a must have for the novice cook and an indispensable guide for the more experienced. With rising food costs, it has never been more important to be an informed shopper – for quality – for quantity – for your budget.

Former grocer and award-winning cookbook author, Carol Ann Kates, shares a lifetime of wisdom on selecting and storing perishables as well as strategies for reducing your food budget. Finally, a resource to help you navigate the supermarket like a pro.

Grocery Shopping Secrets is:

- Stuffed with grocery-insider wisdom on how to select the freshest perishable products.
- Flavored with advice on properly storing perishable foods, ensuring they stay fresher longer.
- Sprinkled with directions on freezing everything from fruit to milk to shellfish.
- Spiced with techniques and tricks Carol Ann has learned during her years in the kitchen.
- Available in eBook to take Carol Ann shopping with you on your smartphone or iPad. Always have an expert with you on every grocery shopping trip!

CAROL ANN KATES is the award-winning, best-selling author of cookbook, *Secret Recipes from the Corner Market*. As a former grocer and deli operator (Steele's Markets in Northern Colorado), she's an expert in how to select and store perishables for maximizing home-cooking outcomes and minimizing time and money spent.

For more information visit: www.carolannkates.com