

Dr. Julia Skinner: Workshop and Event Offerings



Each offering on this menu can be customized to your needs, and custom events and workshops can be developed beyond this list.

Fermentation, food as craft, mindful making, wellness, food waste, and place-based creating

I am the author of the multi-award-winning book [Our Fermented Lives](#) and a regular contributor to local and national food publications, a culinary educator, and the founder of [Root](#), Atlanta's award-winning fermentation and food history company. Through Root, I offer classes and consulting, and have worked with everyone from filmmakers and novelists to conference organizers and corporate wellness programs.

I design fun, engaging workshops that help people think about food in new ways. I focus on traditional methods and on the everyday magic of food made by hand.

Fermentation workshops (hands-on or demonstration-only)

Fermentation workshops are an easy way to help your employees, community members, or friends prepare fun and healthy food, or just learn a new skill. These workshops do not require a teaching kitchen or extensive equipment and can be customized to the amenities at your location.

Example topics: lactofermentation 101, basic sauerkraut, vinegar making, infused vinegars, mead making 101, fruit and vegetable pickles.

Virtual or in-person: Both

Maximum number of attendees: ~20 for hands-on, no maximum for demonstration only or for virtual events

Pricing: \$400 (1 hr); \$500 (2 hr).

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: 1-2 hours. Half-day and full-day workshops available upon request.

Fermentation for mindfulness

This is one of my more popular topics, allowing attendees to cultivate mindfulness through crafting by hand and preparing healthy food. In-person workshops are hands-on: Participants are not just consuming food, but co-creating it, and connecting their experience of mindful making to mindful eating.

These workshops can include both mindful making and mindful eating components (where I bring finished fermented foods to try), and virtual workshops can include make-along sessions or simply a talk on cultivating a mindfulness practice in your kitchen.

This topic is flexible and can include: intention setting and manifestation through mindful cooking, building a mindful fermentation practice, community mindfulness, and more.

It can also be combined with other instructors and workshops, such as yoga or other movement, wellness retreats, or experiences like sound baths or forest bathing. It would also be appropriate alongside other artisans teaching handmade crafts.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: varies based on length.

Additional charges may be incurred for travel, supplies, or other expenses.

Can be bundled with my virtual Mindful Making course through The Fermentation School.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: 2-3 hours. Half-day and full-day workshops available upon request.

Ferment and Chill

Based on [my popular virtual class of the same name](#), this class uses preparing food by hand as a way to help students find a calm, grounded space. It includes a robust digital course packet for students to take home, with recipes and discussion or writing prompts all centered around different themes, plus relaxation resources to help them create a calm, centering space at home. It is great for wellness programs that focus on mental and physical health.

The goal of these workshops is to anchor specific skills and practices into our lives, by connecting them to the preparation and enjoyment of specific foods.

This can be offered as a single standalone course or a series.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: varies based on length.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Course packet can be forwarded to you ahead of time if you wish to have them printed.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Standalone workshops can run 3-4 hours; multi-week workshops or multi-session workshops available.

Fermentation class series

Perfect for team building or community classes over the course of several weeks, these series can be customized based on your interests and may be combined with other types of courses, like mindfulness.

Sample curricula:

-*Mindful month:* A mindfulness-focused series that can be offered alone or in tandem with other classes and experiences, such as yoga, breathwork, or somatics.

Includes:

Lactofermentation 101 and mindful fermentation's roots in history

Collective mindful making

Individual mindful making

Reflection and show and tell

Wildcrafted fermentation series

Hands-on, interdisciplinary, and curious fermentation and wildcrafting workshops, which can be offered with a focus on history (including recording our and our families' histories), connection to nature, community connections, and mindful making.

These workshops are especially powerful when combined with other making workshops (e.g. crafting vessels, harvesting vegetables, reducing down sea salt).

-Fermentation basics:

Lactofermentation 101, fermented beverages, vinegar making and infusing.

-Fermented beverages: sodas, mead, shrubs, country wine.

-Fermented fruits and vegetables:

lactofermented pickles and infusions, sauerkraut, fruit and vegetable beverages, reducing food waste.

-Ferments for health: Infused vinegars and fire cider, lactofermentation, miso making, yogurt making.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Preserving Abundance: Reducing food waste in your kitchen

This workshop offers simple, practical advice for reducing food waste in your home kitchen, and is a great choice for corporate wellness workshops as well as for community organizations like libraries and community gardens. It can be customized for home cooks or for commercial kitchens. It is based on the dozens of recipes and tips in my popular online food waste class, Preserving Abundance, and discounts for or entry to my virtual, self-paced Preserving Abundance course are available as an add-on to the event.

This workshop is a great choice for wellness retreats, corporate wellness programs, sustainability initiatives, community gardens, and groups interested in sustainability, eco-friendly practices, and food security.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Bundle available with self-paced online course.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Rooted in Place: Place based cooking using fermentation and wild plants

Based on my online course, Rooted in Place, this workshop explores how we can connect with place through handcrafted food, and how making that food can provide new insights and discoveries. Using wild plants as well as wild fermentation, this workshop includes a session of making food, and a reflection session for reflecting individually or as a group about how we define place, what surprised us about this place, and how our connection to it has changed through our creations.

This workshop is a great combination for herbalism classes, nature walks, wild plant rambles, and any event focusing on our connection to the natural world or to exploring how and what we eat in new ways. This is also a great choice for parks and foraging groups, nature enthusiasts, and conservation groups.

This is also a great choice for farmers and gardeners, to bring their own produce and make and taste place together.

Virtual or in-person: Both (in-person preferred)

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Bundle available with self-paced online course.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Mindful Sustainability: Working with Food Waste to Create New Meals and Build a Mindfulness Practice

In my work with food, food waste, and education, I've discovered that one of the most profound parts of this practice is the way that working with food waste stretches our creativity. It asks me to reconsider what a food's purpose in my kitchen might be, what other ingredients it reminds me of, or what creative ways it could end up in my dinner rather than my compost.

Combining this creative energy with mindfulness is a powerful way to use our senses to engage with our food and to intuitively pull ourselves towards a lower waste lifestyle. Together, we'll work with things that might otherwise be discarded to build something new, using our senses and our shared creative efforts to come up with ideas and solutions, and to cultivate present-moment awareness through sensory engagement with food (think Slow Food meals, or mindful eating, as similar examples).

This workshop is a great combination for larger events focusing on sustainability, food waste, or mindfulness, as well as for wellness workshops, community gardens, or farming and gardening gatherings.

Virtual or in-person: Both (in-person preferred)

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Bundle available with self-paced online course.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Community making, community healing

Grief is a part of all our lives, whether from our own personal losses and trauma or from community losses like eco-grief. This session uses the unique healing power of community-crafted fermentation as a way to explore how we can begin to transform our grief together: We begin by journaling about our grief, then collectively prepare a batch of sauerkraut or other handmade ferment, each taking a jar home and watching it transform and turn what we made in our collective grief into something nourishing.

This workshop is a perfect combination with workshops by other healing practitioners like herbalists, sound baths or other healing sessions, and sessions focusing on nervous system healing and expansion.

To book this, we'll need to include a grief counselor or other similarly experienced practitioner to be present in the space in case additional support for participants is needed.

Virtual or in-person: In-person, virtual will be considered in special circumstances

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Fermentation for magic, transformation, and manifestation

This session uses the unique power of fermentation to help us ground in an intention and bring it to light in the world. Transformation is at the heart of fermenting, and we can harness that power to infuse what we make with something we'd like to transform in our own lives.

Working together or as a group, each of us will decide on our intention and, using a few prompts to guide us, will identify the first step(s) we can make on the journey to making it a reality. Then we'll create our ferments, each taking a jar home and watching it transform. As we check it each day, it reminds us of what we're manifesting and provides us consistent space to transform that idea into reality.

This session is a great choice for magic and herbalism gatherings, Wise Woman conferences, or other conferences focused on magic, manifestation, natural healing, and the natural world.

Virtual or in-person: In-person or virtual

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Preserving through the seasons

Seasonal eating isn't a new trend: It's how our ancestors around the world survived until very recently, when our modern food industry separated us from this flow of life. Learn how to preserve your seasonal harvest to put away your garden's bounty, reduce food waste, and reconnect with the seasons.

This class is the answer to the question "what do I do with all these extra fruits and vegetables?" Maybe it's a glut of summer tomatoes, or autumn apples, or greens in springtime.

This class can be offered as a demonstration-based class covering seasonal eating, or students can bring their own produce and we can work together to preserve it.

This workshop can be customized for wellness retreats, community groups, culinary conferences, and other events.

Virtual or in-person: In-person, virtual will be considered in special circumstances

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: vinegar, salt, water, jars, fruits, and vegetables. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies, but may include cutting boards, bowls, and knives (Julia may be able to supply some equipment). These classes do not require a stove or oven, but do require access to running water. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

Preserving our culinary history and heritage

Throughout history, many recipes and stories have been lost, whether in our own families or our larger communities. We are the bridge between the stories of the past and the future, and as such have the opportunity to pass along recipes, memories, and traditions. It's even easier to do so with a few basic skills to help you document and preserve your culinary heritage.

This workshop is based on my extensive experience in cultural heritage, both with archives, rare books, and museums, and my experience as a historian, and can be customized to community groups or cultural heritage professionals.

it can also be customized to your community's needs and interests: For example, "documenting your family's recipes" or "Preserving your family's cookbooks and recipe cards", or preserving documents and stories more generally.

This workshop is a great choice for museums, libraries, and other cultural heritage groups. It is also a great choice for community groups that highlight and preserve historically oppressed and overlooked voices, and as a practical tool for small nonprofits or other community groups looking to preserve their own materials and stories.

Virtual or in-person: In-person, virtual will be considered in special circumstances

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials needed: vary, but may include: writing materials, printed worksheets, and other materials. You'll receive a materials list once we decide on the workshop's contents.

Equipment needed: varies. You'll receive an equipment list once we decide on the workshop.

Length: Varies: Length and number of sessions can be customized to your needs.

The Craft and Skills of A Creative Life: Writing and Other Creative Workshops

I have years of experience teaching and coaching, and am one of the few writing coaches who can effectively support writers in building their confidence and finding the courage to share their most important work.

[In my coaching practice](#), I help my clients say "yes" to what is inside of their practice, rather than "no" to things that feel like they're interfering. And I help them reframe negative self-talk, uncover their own unique writing practice, and quiet worries so that their writing voice can shine through.

Whether I'm helping you build healthy writing habits or to expand your creativity in new ways, my goal is to support every participant in creating meaningful work they enjoy, discovering new things, and build in consistent space for the things they love.

Building a productive writing practice that won't burn you out

Using my years of experience as a writing coach, this workshop provides attendees with strong foundations for a writing practice that is rewarding, productive, and sustainable. It uses my framework of boundaries, routines, goals, and mindfulness to help writers feel grounded and confident in their work and meet their deadlines.

Available as a single session or broken into multiple sessions. This is a great choice for organizations that hire and work with writers and put out written content, including news rooms, design firms, and publishing houses.

Virtual or in-person: Both

Maximum number of attendees: ~30 for in-person, no maximum for virtual (depending on format)

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: access to a networked computer and projector; blank pads of paper and writing utensils for participants.

Length: Varies: Length and number of sessions can be customized to your needs.

Finding your food story

This workshop is perfect for writing clubs, community programming, or for undergraduate and graduate students. After asking participants to identify what food story they want to explore, it offers practical guidance for conducting food history research, advice for writing your own personal food story, and take-home writing prompts to get them thinking about where they want their food story to go.

Virtual or in-person: Both

Maximum number of attendees: ~30 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: access to a networked computer and projector; blank pads of paper and writing utensils for participants.

Length: Varies: Length and number of sessions can be customized to your needs.

Finding and tending your creative center

This workshop, based on my individual Roots and Branches coaching, helps creatives create and hold space for a regular, sustainable creative practice and to expand their practice through prompts and creative exercises. It can be geared towards helping creative professionals reconnect with their creative 'spark,' or towards helping creators who pursue their creation independently of paid work claim their identity as creators, and separate that identity from output and emotional baggage.

This workshop asks you to consider how you hold space for your creative practice today, and then expand that with different creative exercises, playful writing experiments, and space for reflection on how these activities connect to our own practice (and perhaps even help us see our practice in a new light).

This workshop is highly customizable, and can be paired with or include mindful making, movement, meditation, time in nature, or other practices. As part of creative expansion means exploring different ways of creating, this workshop is a perfect partner for hands-on craft and skills classes, music sessions, etc.

Virtual or in-person: Both

Maximum number of attendees: ~30 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: varies, but includes writing materials for participants.

Length: Varies: Length and number of sessions can be customized to your needs.

Building a sustainable creative practice

Using my years of experience as a writing coach, this workshop provides attendees from any creative field with strong foundations for a creative practice that is rewarding, productive, and sustainable. It uses my framework of boundaries, routines, goals, and mindfulness to help creators feel grounded and confident in their work and meet their deadlines.

Available as a single session or broken into multiple sessions. This is similar to my series for

building a sustainable writing practice, but broadly applicable to creative work in general.

Virtual or in-person: Both

Maximum number of attendees: ~30 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: access to a networked computer and projector; blank pads of paper and writing utensils for participants.

Length: Varies: Length and number of sessions can be customized to your needs.

Boundary setting for creatives

Boundary setting is one of the most critical, but often overlooked, aspects of building a sustainable creative practice. Boundaries allow us to hold space for the work we most want to produce, and to separate it from the pressures and stresses of everyday life. In this workshop, we'll go over what boundaries are, techniques for identifying your own boundaries, and setting boundaries with others and with yourself. We'll also cover how boundaries can help us put down our phones, reduce distractions, and focus on what we most want to create.

Virtual or in-person: Both

Maximum number of attendees: ~30 for in-person, no maximum for virtual

Pricing: \$300 virtual, \$500 in person

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: access to a networked computer and projector; blank pads of paper and writing utensils for participants.

Length: 2 hours.

Writing Playground: Building a playful, rewarding practice

Based on my popular Writing Playground workshop, this workshop explores the foundations of building a playful, productive writing practice. It can be customized to focus solely on skill-building (e.g. setting boundaries) or to include skills alongside writing prompts and activities to help attendees expand their creative spark.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, ~40 for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: access to a networked computer and projector; blank pads of paper and writing utensils for participants.

Length: Varies: Length and number of sessions can be customized to your needs.

Creative expansion and creative path oracle readings

If you're seeking a unique take-home gift for your event, these oracle readings provide wisdom and guidance clients can access long after the retreat is over. They specifically focus on creativity and work, making them perfect for women's entrepreneurship retreats, spiritual retreats, or workshops and events for writers, artists, and other creative professionals.

These readings are entirely remote: This means I do not have to be present at your event or patched in virtually. For each reading, you will receive an in-depth write-up plus photos of the cards themselves, along with recommendations for other ways to work with the reading's guidance including crystals, herbs, meditations, affirmations, and more

Virtual or in-person: Virtual

Maximum number of attendees: ~20

Pricing: \$250 per reading

Rush charges apply for events less than two weeks away.

Materials and equipment needed: N/A

Length: N/A

Crafting with the Natural World

Creations, space to consider how this can influence our own creative practice and fit into our environments at home. These workshops often include relevant history (e.g. the use of seashells as tools, historical uses of natural dyes and inks) along with hands-on activities. Can

be demonstration-based or hands-on, and customized to your environment and participants' interests. Workshop is geared towards adults or high school-aged students.

Virtual or in-person: Both

Maximum number of attendees: ~20 for in-person, no maximum for virtual

Pricing: Varies based on length and number of sessions.

Additional charges may be incurred for travel, supplies, or other expenses.

Materials and equipment needed: Vary: you'll receive a materials and equipment list once we decide upon workshop content and format.

Length: Varies: Length and number of sessions can be customized to your needs.

Why people love these workshops:

- Creating by hand is an empowering skill that cultivates self-reliance and community care simultaneously
- Understanding our own creative process, and having multiple access points to unlock it, helps each of us put our own voice out in the world with less resistance.
- Learning these traditions and practices is an opportunity for us to tap into the wisdom of the past, and serve as a bridge to the future.
- Making by hand is an ancient method for mindfulness, particularly for women who did not historically have access to the free time men did and do, as a way to work mindfulness into our days even when they're busy
- Finding time for creativity and mindfulness, and protecting the boundaries of our creative practices, allows us to put the work we're meant to share out in the world. It's an act of love for ourselves and others!
- Brings practical skills and a unique activity to events lineup.
- Builds new pathways to cultivating mindfulness, intentionality, and manifestation.
- Each offering can be customized to your event's goals and client interests and needs.
- All workshops include practical instruction and skill-building as well as space for growth and imagination based on our chosen theme (e.g. cultivating mindfulness, building a playful creative practice).
- Single session, single day, or multi-day workshops, talks, and retreats that can be added onto and customized for existing events.

Who I serve:

I am all about big, luscious, playful, interdisciplinary experiences just as much as I am about teaching people nuts and bolts writing skills. Thanks to my background, I can do each (and

move between each) easily.

So whether you're hosting a manifestation and wellness retreat for women entrepreneurs, an academic conference, a corporate wellness workshop, or a series of workshops out in nature (or something else!) I would love to work with you.

My goal is to reach and work with as many curious, creative people as I can, whether they are full-time, professional writers or chefs, or folks hoping to get in touch with their creative side (or just gain confidence in the kitchen).

My expertise:

I am a multi-award-winning author and fermentation educator, and the only food writer, historian, or culinary consultant to win multiple 40 Under 40 awards in a single year.

My two business, Root and Roots and Branches, each reflect one arm of my work: With [Root](#), my curious culinary practice combines with my love of fermentation, history, and teaching.

With [Roots and Branches](#), I offer coaching and community co-creative spaces, fueled by my desire to help other writers and creatives bring their best work into the world.

I have a PhD in Library & Information Science, which I use to inform my research-driven classes as well as my own writing.

I have over 5 years experience as a writing coach, offering coaching for building a consistent, productive writing practice that supports my clients in confidently sharing their biggest, most important work, and to make a clear plan to finish that dream book or project.

My clients have started and finished books, written acclaimed scholarly articles, landed new book deals, and started up new creative endeavors during our time together.

I've led classes and public programs since 2007, doing everything from helping Master's level students think critically and creatively about various issues to teaching food waste and fermentation classes that support food security and financial well-being.

I am passionate about creating workshops and experiences that support discovery, hands-on engagement, and the chance for reflection and bursts of inspiration. Even the simplest fermentation class can offer a chance for someone to think differently about how they eat or cook.

My work is living proof of the power of a consistent creative practice, which has grown from a few magazine articles and obscure reference books to a popular food history book that earned out in under a year, resulting in a tour, multiple new contracts, and dozens of press interviews.

