

**FOR IMMEDIATE RELEASE: April 16, 2018**

**LOCAL AUTHOR IGNITES CANADIAN FOOD MOVEMENT:**

New Best-Selling Book, *Your Canadian Food Story*, Brings Canadians Together to Celebrate Food

**Edmonton, Alberta:** *Your Food Story* is a burgeoning Canadian movement begun by local author and nutrition consultant, Loretta Friedrich. The movement is dedicated to bringing people together to share their own food stories and recipes and celebrate all kinds of food, from macaroni and cheese to borscht to dried wild meat. “People are craving community and food that really nourishes, and that’s why I started *Your Food Story*,” says Friedrich. And with the publication of her new book, *Your Canadian Food Story*, the food story movement is taking another huge leap forward.

The book is already a bestseller on Amazon, and reviewers from across the country are loving it. “In a world where eating comes with so many negative connotations, *Your Canadian Food Story* is a refreshing take on the beautiful and positive way food should be perceived,” says Myriam Porrazzo, founder of the thousands-strong *Mumspiration Food* social media group. Michele Genest, author of *The Boreal Gourmet* and *The Boreal Feast*, notes that the strength of the book is in its ability to “bring Canadians together” through “a nourishing sense of home and hearth.” It’s “a book to be savoured,” says Genest. And the authors of *FEAST*, Lindsay Anderson and Dana VanVeller, point out that what makes *Your Canadian Food Story* “a joy to read” is that it “captures the endlessly diverse experiences of food within Canada.”

Even though *Your Canadian Food Story* has over 110 stories and recipes from people across Canada, “It’s not a cookbook!” Friedrich says emphatically. “It’s a storybook about the love for food. You could say the stories are the main course, and the recipes are the sides.” Friedrich goes on to explain that the power of stories lies in their ability to recapture memories and revive our love of food. She’s careful to point out that *Your Canadian Food Story* is organized around what makes food genuinely nourishing. “We can get so hung up on eating healthy that sometimes we miss the real nourishment that food gives us, through community, family, celebration, through tradition and legacy.” In a culture that seems obsessed with diets and food fads, Friedrich’s timely message is that all kinds of foods can be nourishing, and that “Everyone has a food story, even though you may not know it yet.” The real beauty of *Your Canadian Food Story* is that by reading the food stories of Canadians from across the country, we’re inspired to discover, develop and express our own food story.

You can learn more about the *Your Food Story* movement by going to [urfoodstory.com](http://urfoodstory.com).

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