

# PRESS RELEASE

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## Carol Kicinski launches third cookbook, *Simply Gluten Free Cupcakes*

Dunedin, Fla. – Carol Kicinski of Simply Gluten Free has launched her third print cookbook: *Simply Gluten Free Cupcakes*.

The cookbook, published by Simply Gluten Free, Inc., features 26 delicious gluten-free cupcake recipes, plus a recipe for gluten-free, all-purpose flour that can be substituted cup-for-cup for conventional flour.

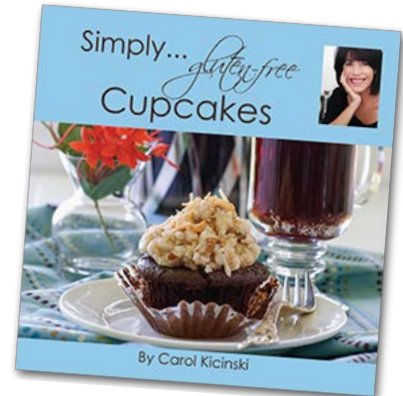
The cookbook is 78 pages and is filled with colorful full-page photos. All recipes are gluten-free and many are also free of dairy, nuts, eggs and refined sugars. Some are also vegan.

Carol Kicinski is the founder and editor-in-chief of *Simply Gluten Free* magazine, one of the top-selling gluten-free magazines on the market today. She is also a monthly TV chef in her fourth season of gluten-free episodes on NBC-based WFLA-Tampa Bay's nationally syndicated TV show *Daytime*.

Kicinski began her gluten-free journey more than 20 years ago when she was diagnosed with gluten sensitivity. She founded Simply Gluten Free in 2007 as a gluten-free lifestyle and recipe blog. The website has become one of the top gluten and allergen free blogs in the world, with more than 775,000 hits monthly and more than 160,000 unique visitors per month.

Kicinski is a best-selling author of two cookbooks: *Simply Gluten Free Desserts* (St. Martin's Press, 2011) and *Simply Gluten Free Quick Meals* (St. Martin's Press, 2012). She has also written articles and recipes for hundreds of newspapers and magazines across the country.

*Simply Gluten Free Cupcakes* is available for \$19.95 from [www.simplygluten-free.com](http://www.simplygluten-free.com).



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About Carol Kicinski:

Carol was diagnosed with gluten intolerance more than 20 years ago. In addition to her popular blog, she is also in her fourth season as a monthly syndicated gluten free TV chef on NBC-based WFLA-Tampa Bay's *Daytime* show. In November 2012 she launched *Simply Gluten Free* magazine, which has now become the most popular gluten and allergen free magazine in America.

Simply Gluten Free blog and magazine can be viewed at [www.SimplyGluten-Free.com](http://www.SimplyGluten-Free.com)

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