



BRAAI – REUBEN ON FIRE

The quintessential South African cooking style, Reuben takes you on a roadtrip through his past from hunting and cooking pigeons on the farms of Franschhoek as a kid, to his travels. In Braai, Reuben on Fire, he challenges you to lift your game above the simple tanning of a chop and burning of boerie.

Delving into the business of naming rites, the politics of the braai, the logistics of the braai timeline and the importance of developing a relationship with your butcher, Reuben covers the basics before getting into the meat of the matter. Throughout the book tips and tactics and wine and beer food pairings are dispersed liberally while braai myths are blown out of the water.

The dishes are unmistakably South African in flavour and feel. From new versions of standard rockstar South African ingredients to digging deep into the spectrum of what is possible on a braai, Braai – Reuben on Fire is a book for any braai fan keen to take their skills to the next level.

MARKET

- written and produced by men for men [they talk the same language]
- produced by an all star cast – recipes: reuben riffel, photography: craig fraser, writing: tudor caradoc-davies, illustration: alex latimer
- the perfect gift for the man/men in your life
- the perfect gift for yourself
- a proudly South African book
- for those who love a little one-upmanship and want to improve their game
- for those taken with the master chef fever and want to try new things and have fun
- accessible recipes for the novice or experienced cook

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ABOUT THE AUTHOR

Reuben Riffel leads a busy life with three restaurants in and around the Western Cape. He is chef de cuisine and owner of Reuben’s Restaurant in Franschhoek as well as concept chef at Reuben’s at the One & Only Cape Town and Reuben’s at the Robertson Small Hotel.

In the last few years, Riffel has become a household name in South Africa with local and international television appearances and the publication of his first two cookbooks, Reuben Cooks: Food is Time Travel and Reuben Cooks Local (also published by Quivertree and winner of Best Chef’s Cookbook and photography respectively at the World Gourmand Awards in 2009 and 2012). Key to Riffel’s success is his unsurpassed ability to marry South African and international cuisines via an eclectic approach that always uses the best seasonal ingredients available. Reuben’s popularity was affirmed when he was made Fairtrade Ambassador in 2013.

