



## CHEF TAL SPIEGEL

### *This is not a recipe book*

Making and assembling a dessert is a journey. It's a considered process, a visual translation of culinary thoughts, and a transformation of an idea to a 2D plan and finally a 3D reality.

Most of us own a collection of recipe books and some of them are very familiar to us, part of our kitchen staples even. But how do all the chefs come up with those recipes? What are their inspirations and how do they bring them to life?

Chef Tal Spiegel book – This is not a recipe book – takes you through creativity and culinary exploration, into a finalized creation. With over 15 years of experience in design and patisserie, Spiegel will give you a glimpse into how his brain works, and how simple ideas are developed into concepts and creations.

*“I want to teach people not only how to make my creations, but mainly to inspire them to create their own by learning to develop their own creative process” – Tal Spiegel*

In his works, Spiegel combines the design codes he acquired over the years and applies them to the world of patisserie with an emphasis on colours, structure and composition.

#### KEY SELLING POINTS & BOOK FACTS

- 1 The second book by Chef Tal Spiegel, showcasing the thought process of creating a dessert and how to bring an "impossible" idea to life.
- 2 Chef Tal Spiegel is the creative mind between the Instagram account [Desserted in Paris](#) with already over 300K followers, documenting the pastries of Paris, his love for this culinary art
- 3 A book to inspire home cooks to create their own desserts, not by telling them exactly "how to" but to push them to put their own spin in the method

#### ABOUT TAL SPIEGEL

Tal Spiegel is a Paris-based pastry chef, originally from Tel Aviv. In his work, Spiegel teaches master-classes around the world, and creates conceptual desserts for brands that have a keen emphasis on design and creativity. His signature recipes are about combining Mediterranean flavours into that art of French pastry. Spiegel is a Ferrandi Culinary School graduate.

Spiegel's professional career started in the graphic design world, graduating from one of the best design schools in Israel. However, after working for a few years in McCann Erickson advertising agency, as an art director and graphic designer, Spiegel decided it was time to combine his two passions - design & patisserie. He moved to Paris to complete his patisserie studies and become a «pastry chef designer».

**Publication Date:** November 17th, 2022

**RPP:** GBP 60 / USD 70 / EUR 69

**ISBN:** 9789198656657

**Page Count:** 256 pages + end paper

**Book Size:** 230 x 300 mm

**Format:** Hardcover

**Language:** English

#### DISTRIBUTOR

Macmillan Distribution, Brunel Road,  
Houndsmills, Basingstoke, RG21 6XS, UK  
orders@macmillan.co.uk, T 01256 302692

#### SALES

Global Book Sales, David Wightman,  
david@globalbooksales.co.uk  
T 07963 210830