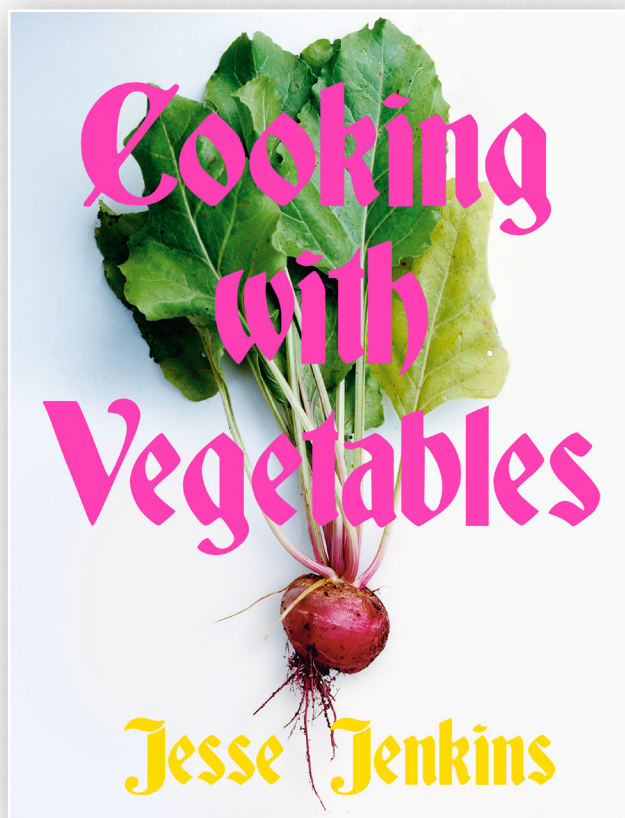


Cooking with Vegetables

By **Jesse Jenkins**, ADIP (Another Day in Paradise)

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Start with a vegetable and end up with something fresh and fast, with a laid-back vibe.

Chef, photographer, and social media sensation Jesse Jenkins (aka @adip_food / Another Day in Paradise) brings his distinctive Californian-relaxed style to bold flavour-packed home cooking in his debut cookbook, *Cooking With Vegetables*. Featuring over 100 creative recipes and Jesse's signature cinematic photography, this book invites home cooks to transform everyday ingredients into delicious, unforgettable dishes.

Jenkins' recipes put vegetables front and centre, applying techniques often reserved for meat or fish to elevate the flavours and textures of humble ingredients. Whether it's charring leeks over an open flame for smoky depth, 'grilling' peas in a sieve or caramelizing cabbage for a crisp crust, Jenkins showcases how vegetables can shine whether you eat meat, fish or are plant based.

In *Cooking With Vegetables* readers will find an exciting variety of recipes that range from light, nourishing meals to comforting dinners and indulgent, decadent fare.

For further information, recipe extracts, interviews or review copies please contact Sarah Bennie PR on behalf of Bluebird sarah@sarahbennie.com

Recipe highlights include:

- Grilled Gem Lettuce with Marinated Artichokes and Anchovies
 - Miso-Glazed Courgette
 - Smashed Cucumber Caesar Salad
 - Braised Fennel with Spicy Chickpeas
 - Smoky Aubergine Parm
- Grilled Peas, Pickled Tomato and Burrata
 - Kimchi Puttanesca

This is not a vegetarian or vegan cookbook. Jenkins incorporates ingredients like smoked bacon, chorizo, and anchovies as flavour enhancers, though they are never the main event and can easily be omitted. The dishes are organized by vegetable types — leafy greens and salads; root veg; beans, peas and pulses; mushrooms; tomatoes; and more — making it easy for readers to choose based on what they have on hand or feel like cooking.

From quick weeknight ‘fast food’ like noodle bowls, rice dishes, and fried sandwiches for one or two, to fun, communal meals for gatherings, Jenkins invites readers to play with flavours and textures. He believes that great meals are as much about sharing the experience as they are about the food itself.



Jesse Jenkins, also known by his Instagram handle ADIP (Another Day in Paradise), is a rising star on the UK cooking scene. His cinematic vegetable-focused videos attract millions of views, captivating audiences with his unique, flavour-forward approach.

A Los Angeles native and sponsored skateboarder, Jesse grew up immersed in food. His Italian-American mother worked with legendary chef Nancy Silverton at La Brea Bakery, and Jesse himself trained in the vibrant kitchens of Southern California. There, he developed his signature laid-back, Americana-inspired style, influenced by his fellow chefs and the flavours of Mexico, Korea, and Guatemala.

After nearly a decade as a successful fashion photographer in the UK — collaborating with names like Marc Jacobs and Victoria Beckham — Jesse returned to his first love: food. His recipes reflect his passion for bold, exciting cooking with a focus on vegetables as the hero of the dish.

Jesse lives in London with his wife and two children, sharing his fresh, fast food philosophy with fans around the world.

 @adip_food