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FOR IMMEDIATE RELEASE:

LEFSE, ANYONE?

North Dakota woman creates fascinating look at lefse with instructional DVD.

North Dakota native Liz Gjellstad has made a name for herself in the world of lefse (a popular Norwegian dessert). Now she shares her knowledge with a broad, mainstream audience in the newly released DVD *“Thor’s Favorites.”*

This unique, soon to be released DVD is more than just a typical “how-to” video about making desserts. In *“Thor’s Favorites,”* Gjellstad goes into careful detail about the various techniques she uses to make her famous lefse. She offers a wide variety of practical “quick tips” and an insightful history of lefse, including how it came to be a traditional favorite among Scandinavian-Americans.

Approximately one hour long, *“Thor’s Favorites”* also features Melissa Gjellstad, the daughter of Liz, who holds a Ph.D. in Scandinavian Language and Literature. Melissa adds chemistry, history and culture to the program, reminding the audience of *“Thor’s Favorites”* that making lefse is more than just something to do in the kitchen. For them, lefse also means family and tradition. The Gjellstads take the viewer through a comprehensive, easy-to-understand approach to the entire lefse making process. Helpful tips about equipment, recipes, rolling, frying, and storing assist the novice and experienced viewer in making lefse.

Liz Gjellstad owns “Thor’s Ethnic Foods,” a leading supplier of lefse to regional North Dakota retailers for several years. Gjellstad has an extensive resume in Norwegian cooking presentations and has been featured at numerous venues, including a culinary artist in residence program in Anchorage, Alaska. Gjellstad is currently building her public appearance schedule to promote her new DVD, and will be seen across the region this coming year. With a background in Education to complement her many years of professional lefse baking, Gjellstad is a well-versed and informative speaker and seminar leader.

This brand-new “how-to-make-lefse” DVD truly stands as one-of-a-kind in the ethnic cooking genre. *“Thor’s Favorites”* revives a Norwegian culinary tradition by enabling the audience to learn to roll lefse at home with Liz.

The DVD is being produced and marketed by Minot Media Firm, *Communication Corps, Inc.* The firm has begun marketing the DVD to various wholesale distributors. The DVD will be released in September 2005, and will be featured at the Gourmet Chef in this year’s Downtown Minot Street Festival, held in Minot, North Dakota, on September 10th. From 11 a.m.-2 p.m., Liz will do a lefse demonstration. *“Thor’s Favorites”* will be available in stores around the region in mid-October.

For more information on the DVD and its release, visit: www.thorsfavorites.com. To order the DVD immediately visit: www.Gchef.com. For any other media relations contact Communication Corps, Inc. at 701-852-8667 or e-mail Kirk@comm-corps.com.