



PETA MATHIAS DELVES DEEP INTO THE MYSTERIOUS WORLD OF MEN IN A HIGHLY PERSONAL AND FREQUENTLY HILARIOUS PILGRIMAGE THAT WILL RESONATE WITH WOMEN EVERYWHERE.

In her bestselling guide to womanhood, *Can We Help it if We're Fabulous*, the irrepressible Peta Mathias shared with us her thoughts on being a woman. Now in *Just in Time to be Too Late*, she turns her attention to what it means to be a man in the 21st century.

What makes men cry? Why are bad boys so irresistible? What exactly is the point of sport? To what extent is a man's self worth connected to his job? What do men look for in a relationship? Does a man ever get over his first love? Why do men lie? What does he need to be happy? And, of course, why are men like buses? These are just some of the vexing questions Peta looks for answers to.

Though she has been married and has had her fair share both of meaningful relationships and flirtatious dalliances, Peta is the first to admit that she knew very little about the opposite sex when she began work on this book – 'A virgin would know more about men than me because she's probably listened more.' *Just in Time to be Too Late* is an account of Peta's discoveries as she delves deeper into the mysterious world of men – a highly personal and witty pilgrimage that will resonate with women everywhere.

Todd Eyre



**PETA MATHIAS IS AVAILABLE FOR INTERVIEW
EXTRACTS AVAILABLE BY NEGOTIATION**

To celebrate the release of *Just in Time to be Too Late*, Peta Mathias will be speaking at public events in Auckland, Wellington, Christchurch and Nelson. 2-5 November. Full details on www.penguin.co.nz



How did an outspoken, fiery female chef and kiwi personality come to writing a book about the male species? Peta Mathias states: "It's easy to write a book celebrating women if you're a woman because you have intimate, readily accessible knowledge of your subject. My friends and I were the subject. When my publisher suggested I write a book on men, I laughed. It would be *work*. Moreover, how hazardous would it be to look into the heart of the male species? Although I have an adorable father, a deceased husband, a brother-in-law, three brothers and five nephews, I don't pretend to really know men. I just treat them as I would a charming foreigner who speaks an obscure Mongolian dialect – I nod my head in faux comprehension and, in some situations, hope they don't notice that I only speak high Kazakh. Not only did I not listen, I never asked. I had no idea what men wanted, how they really felt (difficult to hear someone when they're not talking), or how they saw me as I stalked off into the sunset, voluntarily or not.."

I interviewed men for this book because, well, I can't make EVERYTHING up. I wanted to ask some real men why most of their species haven't yet worked out that the way to get a woman to do anything they want is by submitting to us. These guys also helped me get away from writing about sport before I lost consciousness and interviewing them was a great excuse to have meals with interesting, intelligent men."

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JUST IN TIME TO BE TOO LATE: why men are like buses
Published by Penguin Group NZ | 26 October 09 | \$35.00

Media contact: Philippa.Muller@nz.penguin.com; Ph 09 442 7463

With so much to write about and only limited space in one book, Peta narrowed her 'man topics' down to ten key interests:

- Relationships: superficial manipulative bitch seeks nice guy to exploit
- Fatherhood: stark raving dad
- Sex & Love: if you walk away from me, I'll love you from behind
- Sports: controlled and channelled barbarism
- Fashion: the game for the young and the dead
- Gay Men: boys on the pink edge
- Health & Eating: the road to self-righteousness
- Work: age only matters if you are a cheese
- Happiness: Don't overdo it
- Why Men Lie: feel free to kiss my ass on the way out, honey

PETA MATHIAS is a respected and prolific chef, author, broadcaster and television presenter. She also somehow finds time each year to run very popular gastronomic experiences in Morocco, the South of France and India, intended for travelers who love to eat and cook. Peta has written nine books about food and travel and presented the popular television food and travel show, 'Taste New Zealand' for twelve years. Her first book venturing into self-help and relationships, *Can We Help it if We're Fabulous* (Penguin, 2008), was an instant bestseller. www.petamathias.com

Previous publications by Peta Mathias:

Can We Help it if We're Fabulous (2008)

French Toast (2006)

A Cook's Tour of New Zealand (2005)

Noodle Pillows (2003)

Sirocco (2002)

Insatiable (2000).

Recipe Book of the Year Award from NZ Guild of Food Writers.

Burnt Barley (2000).

Winner of the prize for Best Literary Food writing in English from the World Cookbook Fair in Perigeux.

Salut! (1998)

Don't Get Saucy with Me, Bearnaise (1997)

Fete Accomplie (1995)

Television:

Taste New Zealand

Best Food Programme on Television from the NZ Guild of Food Writers, The Culinary Quills and the Supreme Award for most outstanding entry overall (2003).

Best Electronic Media Award from NZ Guild of Food Writers (2001).

Silver Ladle for Best Food Presenter of a Food Segment from the World Food Media Awards in Adelaide (1997).

NZ House & Garden

Taste Takes Off (Mexico)

Winner of the Electronic Media Culinary Quill from the NZ Guild of Food Writers (2005).

A Taste of Ireland

Best Television Magazine/Lifestyle Programme 2004 at the QANTAS Media Awards (2005).

A Taste of Home

DVD:

Peta Unplugged

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EVENTS

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CHRISTCHURCH

MONDAY 2 NOVEMBER

A night out with Peta Mathias, in association with The Press

Venue: The Limes Room, Town Hall, Kilmore Street, Christchurch

Tickets: \$12 each

To order

online: www.press.co.nz/promotions

retail: The Press, 22 Cathedral Square

NELSON

TUESDAY 3 NOVEMBER

Evening event in association with Nelson Woman's Centre

Venue: The Rutherford Hotel, Trafalgar Square, Nelson

Tickets: \$25 includes 'goodie bag', available from:

Everyman Records & Paper Plus, ph (03) 546 8188

The evening includes fashions modelled by Profile Boutique, raffles, silent auctions and prizes

WELLINGTON

WEDNESDAY 4 NOVEMBER

An evening with Peta Mathias, in association with The Dominion Post

Venue: Intercontinental Hotel, Grey Street, Wellington

Tickets: \$20, includes glass of wine, available from:

Phone: (04) 495 7846

Email: Wellington@interconti.com (with Peta Mathias in the subject line)

AUCKLAND

THURSDAY 5 NOVEMBER

Evening event in association with Womenz.co.nz

Venue: The Rendezvous Hotel, Mayoral Drive & Vincent St, Auckland City

Tickets: \$50 including wine & canapés, gift bags & prize draws

available from www.womenz.co.nz

Evening includes presentations by Peta Mathias, Jan Maree (comedian), Janet

Xuccoa (personal finance) & Emily Jones (Singer/songwriter)

AUCKLAND

FRIDAY 13 NOVEMBER

Peta's 60th Birthday Bash in support of Multiple Sclerosis Auckland

Venue: Auckland Museum Event Centre, Auckland Domain

Tickets: \$150 (or table of 10 for \$1350), see attached

A spectacular explosion of colour, cuisine and fantastic entertainment. The night will include a wide variety of dance and musical performances (including the guest of honour) and dancing on the night.

- END -

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