

JEWISH LATIN PRINCESS
CHANIE APFELBAUM, AUTHOR OF MILLENNIAL
KOSHER
EPISODE 84

You're listening to Jewish Latin Princess Podcast by Yael. Every week get your dose of inspiration from the world's most uniquely talented Jewish women and from Yael herself. Seeking profound and practical ways to live a joyful, richer Jewish life? Welcome to Jewish Latin Princess Podcast.

And now, Jewish lifestyle expert and bilingual blogger at www.jewishlatinprincess.com, your host, Yael.

Yael Trusch: She had no interest in the kitchen. In fact, her job as a child was just to make the salad for Shabbat; a job she didn't take to very well. She ended up putting a half a cup of salt instead of sugar in the salad dressing! A story her family is still jokingly talks about 'til today. And the joke's on her because now, she's busier than ever in the kitchen and promoting her new cookbook, Millennial Kosher.

You're listening to Jewish Latin Princess, I'm Yael Trusch, your host, welcome to the show!

You heard that right, I have the sweet Chanie Apfelbaum, creator of Busy in Brooklyn and Author of Millennial Kosher.

Why does a salad dressing require half a cup of sugar, anyway? Yep, Chanie wondered the same thing and in part, a desire to give her traditional sweet Ashkenazi foods a revamp, took her to unleash her creativity in the kitchen. She's a millennial and as such, she's not taking the status quo as a given, even in her cooking, mixing international flavors and textures all to bring something extraordinary and unconventional to our tables.

Chanie talks to us about the journey that got her to this point. The unexpected side benefit of becoming a public figure in the Kosher culinary world. And hey, how does she manage her public and busy life when her priority is her family? Something, many of us can relate to. Her role model – an unexpected side to Chanie which explains many things about her grit and the way she approaches her booming career. Join me in wrapping up 2019 with the fun and lovely, Chanie Apfelbaum!

[Theme Music]

YAEL TRUSCH: Chanie Apfelbaum, welcome to Jewish Latin Princess!

CHANIE APFELBAUM: Thank you! Thanks so much for having me.

YAEL TRUSCH: Where am I catching you in Brooklyn, where you're super busy?

CHANIE APFELBAUM: Always busy in Brooklyn. I'm actually on book tour right now so I am zooming in different cities but right now I'm at home and very glad.

YAEL TRUSCH: I'm sure the traveling can get to you and we're going to get to all that because you just published your new book which has amazing reviews. It's Millennial Kosher and I want to hear all about it but before we get to this new stage as a published author and being on book tour and all these exciting things, give us a little bit of the back story – take us back in time, how did Chanie get into the kitchen? I mean being a food writer and photographer like in something that you planned? How did this all come about?

CHANIE APFELBAUM: No, I always say like what makes my journey so authentic and real is that it was just so out of the ordinary. Growing up I really was never interested in the kitchen in helping my mom with dinner. My oldest sister always helped out and I was like, I'll do anything else. I'll set the table, I'll wash the dishes – don't make me cook.

YAEL TRUSCH: Wait, are you serious?

CHANIE APFELBAUM: Yeah, for real.

Yael Trusch: Oh, my, gosh! Okay, so there's hope for the rest of us! Yeah, go on.

CHANIE APFELBAUM: And the big joke on my family is the one job my mom had to do was every Shabbat lunch I would prepare the salad dressing and the salad. In one week I put like half a cup of salt instead of sugar.

Yael Trusch: Oh, my, gosh!

CHANIE APFELBAUM: And everybody sitting out the dressing at the table so it's the big joke, that's what I do. So yeah, I was really never interested in it. Didn't have an interest and obviously when I got married I had no choice I had to feed my husband and so I just you know would call my mom like every Shabbat, give me some recipe. So what should I make and I was cooking a lot of additional Ashkenazi food that I grew up eating. And then I started hosting friends for Shabbat lunch and I started to enjoy like hosting and plating the food and setting my table and all my friends started calling me and asking me for my recipe's and I was like, hmm, why are you asking me my... I don't even know how cook! So it really opened my eyes to the whole idea that their eyes first and that really food is a form of art because I'm not an artist but I go for web design and I was always graphic king and composition and making things look beautiful, arranging that nicely –

Yael Trusch: You're a visual person.

CHANIE APFELBAUM: Right! So that's kind of how I started getting to it and I realize this is a form of creative expression and a way that I could just express myself, so I started like to read some of the blogs and this was in the early, early days. There weren't many blogs and there were definitely no kosher blogs and The Main Kitchen was one of the first blogs out there. I remember following their photos I started like watching The Food Network before it was all about competitions and games. It was actually something to watch back then and reading the magazines.

So I started like looking at food as more – it started with that presentation and then I started looking at food more as at the technical aspects of food and how I could get into like cooking a little bit differently than the food I've been eating and it just kind of from that evolved over time. I started posting on Facebook and I got a lot of likes and then I started enjoying it a little bit more.

YAEL TRUSCH: And obviously the stuff must have tasted good, it didn't just look good, but it worked for your family and friends, right? I mean the recipes were working?

CHANIE APFELBAUM: More or less. I definitely had my share of failures. One that I'm just remembering was when I try to make candy apples for Purim and to give out, there was a disaster. It was like burnt caramel everywhere.

YAEL TRUSCH: But you didn't give up!

CHANIE APFELBAUM: I didn't give up and I just found an enjoyment in it and regular life. I was working as I mentioned I went to web designs so I was working outside the home, after I had my third child I really felt like I wanted to be home with my kids but I just do needed an outlet and every week we would sit around the table and I would be like, what can I do? I need an idea, and then my husband was like, why don't you start a blog? And this was like... really, like I said, in the –

YAEL TRUSCH: In the early days.

CHANIE APFELBAUM: Early days of blogging –

YAEL TRUSCH: Right.

CHANIE APFELBAUM: And because I had already started posting things on Facebook and things like that, so I was like, you know what? Fine, I'll do it. So, my first post was like, hello world and I –

YAEL TRUSCH: Yeah, I remember those days.

CHANIE APFELBAUM: Yes, and I made a recipe that wasn't even mine, it was an adaptation of one of Jamie Geller's recipe on her book, *The Bride Who Knew Nothing*, which pretty much what I was, right? And basically, we started having it... like I started getting someone's feedback from people on the comments and then I was like, wow, it's interesting people, people are interested in this.

Yael Trusch: And I'm helping people. I'm helping –

CHANIE APFELBAUM: Yes!

Yael Trusch: Other brides like myself.

CHANIE APFELBAUM: So I also would like to post this craft I was crocheting, sew crafts I would also like talk about being a... life as a young mother and juggling it all, it was like that. That's really how it started and I'm coming on my eight year, eight bloggerversary, we call it, coming up –

Yael Trusch: That's amazing.

CHANIE APFELBAUM: Yeah, coming up next month and –

Yael Trusch: So what time did you decide that you're really zooming in just into the food and kind of moving away from all other areas of your life and maybe that went hand in hand with thinking of this as a business?

CHANIE APFELBAUM: I really think it wasn't like a conscious decision, it kind of just evolved. I just started to find like that's what I was enjoying more and then crocheting... like food, you always have that. We have a Shabbos every week, we have the holiday, we're Jewish, we're just always eating, right?

Yael Trusch: Right. Yes!

CHANIE APFELBAUM: So if that was an excess time like crocheting which was like a hobby like that's kind of felt light up your – and as my... as I kept my blog I had another children along the way so life just got busy but I always have to cook, anyways, so... and I really start finding like an enjoyment in that so that kind of evolved to really just a blog centered

around recipe's and food. And then somewhere along the way, I was like really unhappy with my photography because if you do want to have a successful blog having beautiful pictures are important.

Yael Trusch: Right!

Chanie Apfelbaum: So I was like, I mean, like even before this whole layout, the whole idea of composition and all that stuff, I was very visual so I kind of had an idea of what I want but I didn't know how to execute it because I'm not a technical person so I took a photography class and I have to take my camera out of automatic mode.

Yael Trusch: Aha!

Chanie Apfelbaum: And bring about a different camera and from there I just practiced and practiced, and I bought some eBooks from other bloggers who spoke about food photography and watched videos –

Yael Trusch: Right.

Chanie Apfelbaum: And lots of prep and I just got better with time. The same with – yeah?

Yael Trusch: Yeah, yeah, yes! Tell me?

Chanie Apfelbaum: And the same with the food, in the beginning, obviously, I didn't know how to cook very well but overtime just became more confident in the kitchen, learned how to make substitutions and then learned how to kind of how to make up my own recipes and then for my 30th birthday, my husband actually surprised with a course at The Center of The Kosher Culinary Arts.

Yael Trusch: Ooh!

Chanie Apfelbaum: Yeah, which has then closed but it was like a three-month program, half a day which was perfect for me. I would –

Yael Trusch: But talk to me about that.

Chanie Apfelbaum: Yeah?

Yael Trusch: Do you actually enjoy cooking that much? Like is that gift meaningful? Because if my husband shows up with that gift for me, I'd be like, honey, is there a refund for that? I'm in and out like that's my cooking experience. I want to be there –

Chanie Apfelbaum: Right!

Yael Trusch: As little as possible in the kitchen.

Chanie Apfelbaum: No! I mean, when he bought it for me, I was definitely at a point where I had come do a lot –

Yael Trusch: Uh-huh.

Chanie Apfelbaum: And I was kind of ready to take it to the next level.

Yael Trusch: The next level.

Yael Trusch: So get amazing and also having all our kids at home, giving me that freedom to like cause I had been working at home and like being able to leave the house every day and go stimulating my mind which I haven't done in a long time.

Yael Trusch: Right. And that creativity, I'm sure you learned – I mean, wow, looks and sounds amazing.

Chanie Apfelbaum: Well, I think the creativity is that – that's something that you'll have or you don't have that can't learn in school. You learn more of like technical skill, how to do the sauce and how to chop proper with the knives and yeah, just like that. I definitely picked up a lot, definitely find my skills in the kitchen and just gave me I think the confidence to start playing around more using newer, different ingredients that I never played around with before. I think that was the biggest thing because I went in, going in I told myself, I'm going to try everything. I was never like a picky eater but there definitely things that I didn't like – And going in with that mindset like I'm not going to say no I'm going to try everything really helped me open my palate to new favors and like I never liked fresh ginger before but we've made like an amazing Asian sauce with like julienne ginger inside and I was like, wow, that is amazing! So then I started loving ginger.

So different ingredients that I had never been willing to try before I definitely able to add to my repertoire.

Yael Trusch: To my repertoire.

Chanie Apfelbaum: And yeah and start using in the kitchen.

Yael Trusch: I'm with you!

Chanie Apfelbaum: And for me that was the biggest one.

Yael Trusch: Yeah, I'm with you. I'm not a fresh ginger person so maybe I have to try your sauce.

Chanie Apfelbaum: Yeah.

Yael Trusch: So now –

Chanie Apfelbaum: And now my kids love it and always say like –

Yael Trusch: Really?

Chanie Apfelbaum: Whatever... whoever is the cook in the house, their preferences they gave on to their kid because like my mother-in-law's like allergic to mushroom, so she never cooked with mushrooms growing up. My husband always think that mushroom was gross and it took years to get him into mushrooms and now he loves them, so it's like, this is what we pass on to our children and we're picky and then we don't cook with those ingredients, they're going to grow up not having any experience, you know?

Yael Trusch: Right.

Chanie Apfelbaum: So –

Yael Trusch: So, then the idea of this fabulous book is born. I'm assuming before the book you started making some income from Busy in Brooklyn, right?

Chanie Apfelbaum: Yeah, for sure.

Yael Trusch: Okay.

CHANIE APFELBAUM: I think you know the blogging in the evolved and people start to look at bloggers in social media influencers as having a lot of having a lot of influential power in the industry like –

Yael Trusch: Right.

CHANIE APFELBAUM: People respect your opinion. If you endorse product people want to buy it.

Yael Trusch: Yeah people are much more likely to buy a product that we would endorse than just the marketing campaign, right.

CHANIE APFELBAUM: Right.

Yael Trusch: And the industry started taking note of that and so you were there.

CHANIE APFELBAUM: Right.

Yael Trusch: So then I was having a lot of non-sure blog tree and then the Kosher blogging tree is not huge. There's you know... and this is something that I have struggled with a lot when I started blogging today. Call myself Kosher, then I'm going to be like in a very small niche market or should I not... should I just be someone who happens to be Kosher but has great risotto I finally – I decided at the end of the day that I wanted to be true to myself and be authentic and that's why I am really proud of the Kosher thing which was a very good choice.

Yael Trusch: Yes, indeed.

CHANIE APFELBAUM: Yeah, but so the Kosher blogging world isn't that large and I felt you know for bloggers that have been around for years, definitely, companies are starting to recognize that it's just it's very beneficial to them to work with bloggers and get their products out so I'm definitely very not picky about food anymore but with companies and brands I used to work with because I really only promote something that I truly believe in –

Yael Trusch: Right.

CHANIE APFELBAUM: And that I like and so yeah!

Yael Trusch: Right.

CHANIE APFELBAUM: I definitely did a lot of grand partnership. I started to cook, travel cooking demos, doing classes and things like that so –

Yael Trusch: So then Millennial Kosher comes to you – you get this idea that you want to put a book out there in the world. So what was the need in the Kosher cuisine market that you identified and tried to address and you've been very successful at it through this new cook book.

CHANIE APFELBAUM: I mean, because you know I'm always like challenged myself and I was at a point where I was blogging for quite a number of years doing partnerships with brands, different things like that, creating recipes and I wanted that next challenge. And I always, I mean, obviously growing up but not interest in food but I always kind of like idolize cookbook authors and I just thought what they did was amazing and had my few cookbooks that I really followed religiously and when I got to the point where I was writing... to doing food writing, and writing very successfully, I start to realize that maybe that was my next step and also a lot of my followers asked and also a lot of friend in the Kosher Culinary World who had written cookbooks were supporting me and telling me, do it! Do it! You can do it! Because I had a lot of fears. I realized that I kept telling myself I'm busy with my kids, my life, how could I make it happen?

Yael Trusch: Yep.

CHANIE APFELBAUM: But it was really just fear, it was really just me like afraid of the unknown because it would seem so big and how am I going to do it, you know? And then I just realized I just have to just jump in and do it and the niche, I filled like is that a lot of the Kosher cookbooks that we see a lot of the same recipes written in different ways like everyone has their own way of making chickens and everyone has their own recipe for Gefilte fish, right?

But I really didn't want any of those recipes in my book and whatsoever. I wanted to put new spin-ons. I feel like traditions is very important the way

we carry on memories and taste of home to our children and I do believe in tradition, but I also feel like cooking the same for generations and cook, serving the same foods at our Halal tables and it's like time for something fresh and new. And I also wanted to address like a little bit of the new science of healthier alternatives in the Kosher kitchen like coconut oil instead of margarine and porcini mushrooms powder instead of onion soup mix.

Yael Trusch: Oh, gosh, yes! A very sweet dressing.

Chanie Apfelbaum: Yes, that was something very important like I mentioned earlier, the story of putting half of the salt instead of sugar in the dressing.

Yael Trusch: Right.

Chanie Apfelbaum: Well, the joke in that story is why are we putting half a cup of sugar to begin within our salads?

Yael Trusch: That's exactly what I thought when you were saying the story.

Chanie Apfelbaum: I know and it took me time because I grew up with that very, very Ashkenazi palate and it took me time really to appreciate the savory side of food but now I definitely prefer savory over sweets and it's something that I just start decreasing the amount of sugar slowly and slowly and now it's like I cannot swallow sweet dressing, like there's no place for it, so all my salad dressing in my book have either no sweetener or maybe a table spoon of honey or something to balance out the acid but I don't have anything like sweet like that and I don't think it belongs –

Yael Trusch: This book sounds right for me, perfect for me.

Chanie Apfelbaum: Yeah.

Yael Trusch: I don't have a sweet palate so I'm like err...

Chanie Apfelbaum: Right, but even like it's... so in my book I put like a save chapter, savory snack chapter. I also put some like health desserts,

like I did like a riff on peanut chews where I make them with date instead of like traditional caramel and different healthy options like that and I also incorporated meatless meal chapter because I instituted meatless Monday's in my house. My husband is a vegan during the week. On Shabbos we'll have chicken –

Yael Trusch: Really?

Chanie Apfelbaum: Or whatever, yeah. He lost a hundred pounds –

Yael Trusch: What?!

Chanie Apfelbaum: For about three years, yes.

Yael Trusch: And he's kept them off?

Chanie Apfelbaum: He's kept them off, he did it in a very healthy, natural way, and –

Yael Trusch: Whoa!

Chanie Apfelbaum: And when he hit a plateau about his pounds in he decided that he was going to go vegan just to help move things along and he just felt so vibrant and healthy and amazing.

Yael Trusch: Really?

Chanie Apfelbaum: And, yeah, so –

Yael Trusch: Was it challenging for you Chanie, because I feel like cooking vegan is like it requires a lot more prep work and a lot more creativity, but I guess you are creative so?

Chanie Apfelbaum: Well, first of all, we don't always cook vegan and my husband gets like half like whatever sides we have.

Yael Trusch: The sides

Chanie Apfelbaum: He doesn't – and once in a while he will... it's not like amoral for him so like he doesn't like, once in awhile he'll have a

chicken that on Shabbos we'll have but we cook with a lot of beans, like I love bean fill –

Yael Trusch: Really?

Chanie Apfelbaum: My daughter's favorite recipe in my book is my refried bean tacos like that's what she asks for her birthday dinner, she loved it.

Yael Trusch: Yum! So, I love beans but my family cannot take it so, yeah, so there went my beans, okay.

Chanie Apfelbaum: Oh, okay. So, my husband really grew a lot. I didn't but I got used to it –

Yael Trusch: Your husband's Latin, right? He's a... no, his –

Yael Trusch: His parents?

Chanie Apfelbaum: Mother's South American.

Yael Trusch: Yeah, yeah, yeah. Okay, uh-huh.

Chanie Apfelbaum: So, yeah, we started these meatless Monday in the house and the kids really loved it because I was always testing different recipes and fun things. The one thing that didn't try here were tofu. I never liked it and when, yeah. One –

Yael Trusch: I never have either.

Chanie Apfelbaum: But one funny story, when I was testing recipes for the book I wanted to incorporate some tofu, with in the meatless meal chapter so I made this like schnitzel sub, where I cut the tofu cubes and I breaded it and fried it with spice, Panko crumbs and I made this like schnitzel sandwich with it and because I was like with tofu is if it's a bit fried, you know? So I served it to my kids and my four years siblings is like, why did mommy put marshmallows in the schnitzel?

Yael Trusch: That's very cute.

CHANIE APFELBAUM: That's it, I'm not putting it in the book so it didn't make it in the book but I do have a Tempeh recipe. I happen to really love Tempeh because it has pieces of soy beans in there and it has a texture to it like I need texture in my food, so, yeah. That was definitely something different that you haven't eaten in Kosher cookbooks before.

Yael Trusch: Right.

CHANIE APFELBAUM: Having a chapter that's dedicated to vegetarian food.

Yael Trusch: And you also incorporate a lot of international cuisines and flavors, right?

CHANIE APFELBAUM: Yes, yes. That was like part of – I said, I'm Ashkenazi and then I married into a Sephardic family. My mother in law was Syrian. She taught me about all the different spice that I've never used or tasted in my life.

Yael Trusch: Right.

CHANIE APFELBAUM: And I really loved them to me, so I always say like for Ashkenazi, are stating that with paprika and garlic powder. And for the Syrians it's all spice and cinnamon, you know?

Yael Trusch: Oh, yeah!

CHANIE APFELBAUM: So really what I love is kind of bridge the gap and get like Ashkenazi into like try Syrian foods; Syrians will try Ashkenazi food, things like that. And I –

Yael Trusch: I don't know if that last one is going to work – Syrians trying Ashkenazi foods.

CHANIE APFELBAUM: You know what, I so, a lot of us as far as hates Gefilte fish.

Yael Trusch: Yep.

CHANIE APFELBAUM: They cannot stand it, so I did this, I –

Yael Trusch: I make Sephardic gefilte fish because I can't stand... I'm Sephardic so I can't stand gefilte fish.

Chanie Apfelbaum: Right, so you make like... what do you make?

Yael Trusch: It has like spices and cilantro and tomato sauce and it's like a whole –

Chanie Apfelbaum: Right! So that's what I did. I made like this fish cake in my book with gefilte fish, but I put turmeric and cumin –

Yael Trusch: Cumin, yeah.

Chanie Apfelbaum: And yeah, parsley and garlic in there and then the sauce with chick peas in it and all that, so like cream-

Yael Trusch: Yes.

Chanie Apfelbaum: With gefilte fish. Anyway, I got to... I have a lot of Sephardic eating them –

Yael Trusch: Amazing!

Chanie Apfelbaum: And they actually like it.

Yael Trusch: Amazing.

Chanie Apfelbaum: And then I have the Ashkenazi making my Lachmagine.

Yael Trusch: Ah, delish!

Chanie Apfelbaum: Which they love so yes! I think it was just so fun mixing stuff like that, have fun with food and that's also like a big part of my food philosophy. I feel they just take it too seriously, you know? And then they are like especially new brides, they like fear to get in the kitchen and I'm like, it's just food, what can happen? If it comes out bad, you'll just make some scrambled eggs, you know like if you don't have fun with it, then who's going to see that chour? And I feel like food is a means of creative expression and it's a way for you to express yourself, have fun and if you are not so intimidated by it, then really there's something that you can

enjoy even for people that don't love to cook so I really tried to like bring a little bit of whimsy into the kitchen and get people to enjoy it more.

Yael Trusch: Yeah and what about this great name, Millennial Kosher, was that your idea? Your husband's idea?

Chanie Apfelbaum: That was my idea. We went – I went to a lot of it. It was very, very hard to come up with one. It just came to me and I'm very thankful for it because I feel like it just really show what's in the book and my style and reinventing traditional foods, bringing the foods, bringing Kosher food into the millenia, you know, all the different things that we spoke about, so –

Yael Trusch: Nice, nice, nice. So take us to those... I think I read in your blog that it took you about 15 months to really, I guess give birth do this wonderful book because it's a huge process. Take us to those fifteen months. I'm sure they weren't stress free, I'm sure it wasn't just sitting around eating bonbons and trying recipes.

Chanie Apfelbaum: Yeah!

Yael Trusch: Give us the inside scoop of how that... how life went in those 15 months?

Chanie Apfelbaum: I think the 15 months was basically already... it was basically just shooting the book, writing and editing the rest, finishing everything like that. It actually was a lot more than that because there was a whole period of testing all the recipe's and coming up with them and all that.

Yael Trusch: Aha!

Chanie Apfelbaum: It is a really extremely, extremely stressful; more work that I ever could have imagined in my life. I spent, two years ago, the whole summer basically in the kitchen testing recipes.

Yael Trusch: Whoa!

Chanie Apfelbaum: And I was great! What the kids want –

Yael Trusch: What about the children?

Chanie Apfelbaum: The kids loved it. They literally have like six dinners every night. Well do you like this? What do you like about this? It's always great.

Yael Trusch: That's nice.

Chanie Apfelbaum: And then I also go in a County upstate because I was with lots of other people. I would ask feedback from my neighbors and their kids, so –

Yael Trusch: Oh, that's great!

Chanie Apfelbaum: Yeah, that was really great. I knew if a recipe worked right away, so that was that. I was about two months testing, six recipes I had like list about six to eight recipes a day that I would test. A lot of dishes I have to put in the microwave at night. It was difficult, it was a hard summer and then last year I started basically collecting prop, like shopping for prop, and that together –

Yael Trusch: Oh, you did all the styling yourself?

Chanie Apfelbaum: I did the styling and photography.

Yael Trusch: Wow, Chanie, that's a big endeavor!

Chanie Apfelbaum: It is and I really wanted it to be owned because I felt like –

Yael Trusch: I hear you.

Chanie Apfelbaum: I can do it. I have it in me. I know it's going to be really, really, really hard but knowing that like I look at my book and all me, okay?

Yael Trusch: Right.

Chanie Apfelbaum: I didn't have a photographer and I didn't, you know? It's just... I felt like it's really special and that definitely made the whole a lot more difficult but, yeah, I'm definitely very proud that I was able

to do that and yeah so I hired an assistant and we shot in six weeks, we shot the book about six recipe or so.

Yael Trusch: Wow.

Chanie Apfelbaum: I would give my assistant a printed recipe, she would cook it and I would like tell her, you follow it, so if anything's unclear I'd know how to clarify it. It's like another round of test for me.

Yael Trusch: Very interesting. Did you have a baby at home at this point or you had all your kids in school at this point?

Chanie Apfelbaum: No, all my kids, yeah, all my kids were in school. I mean I did send my daughter, younger than any of my other kids because I usually send my kids at 18 months and she went on a year. But I knew that I couldn't do it if I had her at home, it just... it wouldn't be possible. But it was still like my... I had to shoot all my book in the winter so it got dark really early but it was like perfect timing, you can't shoot once dark –

Yael Trusch: Right.

Chanie Apfelbaum: And that was pretty much when I have to start picking my kids off for school. So, I had someone help wash all the dishes, there we're a lot of dishes everyday with the shooting and then my kids would come home and there would be tons of food which are really exciting for them and now it's like so boring, just one dinner.

Yael Trusch: Oh, no! Never!

Chanie Apfelbaum: Yes, so much.

Yael Trusch: So actually that's a perfect segue to my next question which is the reality of this juggling act because your journey started with your blog, Busy in Brooklyn, while you were at home back then, three kids, Kenain Hara, your family has grown and you're probably busier than ever now with the book out and marketing the book and everything that it's brought for you so talk to us a little bit about behind the scenes and the juggling act as many of my listeners are mothers and you know, it's a real thing!

CHANIE APFELBAUM: Definitely. So, I always say like, maybe my blog, Busy in Brooklyn was almost like a self-prophecy cause I don't think I even knew what busy meant back then. I thought I was busy, but I put a whole new meaning to the word busy these days so yeah, it's definitely a juggling act. I think for me the biggest thing was learning, realizing that you just can't do it all, you can't. You just... you have to delegate, you have to be willing to take help, to accept help. That was the biggest thing.

I was always the type of person that I need to be on top of everything like even like laundry, my husband's like, why don't you just have our cleaning help do the laundry? I said no, I need to do the laundry, but like when I finally gave up in the laundry, I realize oh my God, that has eat up so much of my time.

Yael Trusch: Right, right.

CHANIE APFELBAUM: So small thing and big things but I'm not, by nature I'm not a delegator. It was very hard for me to be able to do that but there's literally there's no other way because I can't do it all, you know?

Yael Trusch: Right.

CHANIE APFELBAUM: And over the past years, writing my book and busy with the book I definitely have to give up some volunteer things that I enjoy doing before which I just don't have the time for them unfortunately but I also realize there's other way if you can make a donation into the organization that you used to volunteer your time for that's also okay.

Yael Trusch: Yes.

CHANIE APFELBAUM: So, yeah! It's definitely a juggling act, I think it's doable. That's the thing for me was always like how I am ever going to write a book with my kids and life and busy – but I see that I was totally able to do it and even be there like picking up my kids from school every day through photographing my book and writing my book and doing everything. You need help, you definitely need help, but you can make things work if you really – if you had the dream it can happen.

Yael Trusch: But also what I'm hearing from you, Chanie, is that we can out... there are certain things that we can outsource and there's a point in our life where we should try to outsource them if we have a certain objectives and then there's certain things that are... should be our priorities and we won't outsource like you said, I want to be there for my kid carpool time.

Chanie Apfelbaum: Right.

Yael Trusch: I want to make sure that they're home and I'm for them not I'm not still working.

Chanie Apfelbaum: Right. So that's always something like I always try to remind myself. I started my blog as a hobby I didn't start as a business and why did I start it as a hobby because I wanted to be there for my kids. I didn't want my kids to be raised by nannies I want to be there to raise my kids and pick them up from school and talk to them about their day and you know? That was always something that was very important to me and I always try not to lose sight of that even though I'm so busy and now I'm traveling unfortunately not always to pick my kids from school and be there but it makes me more present when I am home.

My kids definitely feel it now that I'm traveling a lot and I talked to them about it and speaker on the phone when I am not home. Technology is amazing! You could face time, Skype, you can do all that.

Yael Trusch: Plus, it's not a long term thing, I mean, things –

Chanie Apfelbaum: Right, exactly.

Yael Trusch: Will quiet down a little bit until you come up with your next project.

Chanie Apfelbaum: Right, but also like I'm not always out days at a time and I definitely don't take like go travel out of town two or not within once a week or one in two weeks and I obviously work around my kids schedules if they have vacation or there's a holiday or a thing like that, I definitely, I make sure that I'm available and around.

Yael Trusch: Right. Another challenging one Chanie and let's see if we have what would you say to this one is if for a person like well I find it challenging and you are even probably a lot, lot more active on social media than I am and it's part, you know, it is vital to your brand, that can be really challenging because it can be so tempting to... it could be so hard not to unplug from that, you know?

Chanie Apfelbaum: Yes, for sure.

Yael Trusch: How do you manage that? Do you have like boundaries that you set on yourself up, you know, for yourself? Do you have somebody who takes care for it?

Chanie Apfelbaum: So, okay. This is something that I definitely struggle with a lot. I feel like if you have somebody else – when people message you on social media and they feel like they talk to you, right? And if you have someone else answering, I just feel like that's not really authentic, I mean it's not real –

Yael Trusch: Right.

Chanie Apfelbaum: It's just part of the pack, it's part of building the brand, of being available and interact and I also enjoy it. It does get to be a lot sometimes. Obviously, my family comes first and that's also something that I commitment that I made to myself was like when Instagram stories came out – are you familiar with Instagram stories? Have you reacted –

Yael Trusch: I am but I am a very hesitant Instagram stories person because I have an addictive type of personality –

Chanie Apfelbaum: Okay.

Yael Trusch: So I know when I like something I go all in –

Chanie Apfelbaum: Right.

Yael Trusch: And I feel like it's going to take over my life so I'm very shy on social media because I... aside from the fact that I'm extremely introvert and a very private person I just... whatever, I struggled with this

very much with being plugged all the time and my children see me being plugged.

CHANIE APFELBAUM: Right, I hear that. So, for me it's not really a choice, heart, you have to be acting social –

Yael Trusch: Right.

CHANIE APFELBAUM: If you're a blogger and definitely it's all definitely contributed a lot to my success that's how you built hype about the book and every time somebody makes recipe's I share photos and it just makes people want to be part of it not only that like just people watching the whole journey of writing a book because I would share everything on social media made them feel like they are part of the story, like getting the book and actually recognizing things in different photos and story of how the whole thing evolved, people felt like it's more than just when you go to the store and buy a cookbook and that shows the power of social media it has how the whole thing has evolved today, you know?

Yael Trusch: Yes.

CHANIE APFELBAUM: So you recognize –

Yael Trusch: So you were saying when Instagram stories came out –

CHANIE APFELBAUM: Yeah, so right when it came out like everyone was like felt like you have to like you know what are we going to cook today? What's on the agenda today? Everyone's watching me so I need to go cook dinner for them but then very quickly realized that I'm not... I can't live my life for Instagram I have to let Instagram be the reflection of my life instead of my life being reflected by Instagram.

Yael Trusch: Yes!

CHANIE APFELBAUM: That means like if my kids eat fish sticks for dinner then I'm going to post that my kids are eating fish for dinner and first of all that makes people feel good because I'm human like everybody else and I can't always make, yes, I usually make dinner but sometimes that does happen. Sometimes they are eating frozen pizza and that just makes me

human and I think people relate to that more and want to follow someone that's being authentic.

Yael Trusch: It's not gourmet dinner every night, guys, this is what Chanie say.

Chanie Apfelbaum: Yes and just knowing that if today worked for me that I got a story today because that's what work... I could work it into whatever I'm doing then that's what's going to be and if it's not going to work today because I'm not feeling good, because I'm having a hard day because I'm having meetings and I'm not posting whatever it is, like that's fine, that's the way it is.

And that was such a big fear of mine like writing my book, how am I going to keep up my followers I'm not posting every... on the story because I'm going to be so busy. Everything is fine and it all worked out. It just – I think that you have, yes, you have to consciously not let it take over your life and it is a conscious decision –

Yael Trusch: Yes!

Chanie Apfelbaum: Because it could easily do that. Now, Instagram has function where you can now see how much time you are spending on Instagram every day. The number can be very frightening sometimes so it allows you to set limits and it would give you an alarm and say that your time is up so that's a really great thing and there's also a lot after that went out anyway so yes I definitely need to consciously set boundaries for myself because it totally, it could take over your life.

Yael Trusch: I want to mention something that we haven't stated here but I think it's worth mentioning and it is the role of your husband as a support. I think, from what I gather from following your blog and you know the behind the scenes –

Chanie Apfelbaum: Yes.

Yael Trusch: A little bit of what you mentioned earlier how he encouraged you as a very supportive partner throughout this whole journey.

Chanie Apfelbaum: Yeah, for sure my husband always supported me, given me the confidence and telling me you can do this and believing in me and that's definitely something that has made me be able to do what I do. Of course, he's a very own right, so we kind of doing our own thing but at the same time helping each other.

Yael Trusch: I think it's very, very important and maybe we don't acknowledge how much they help us in our little adventures enough.

Chanie Apfelbaum: Yes, yes, for sure. I definitely now being on book tour he made himself more available because I feel like he, like in this instance I'm very busy and oftentimes not able to be home at night and things like that, but because I'm on book tour I do feel like one of us is home around and available so he's definitely made himself more available so that one of us is here for our kids which is important.

Yael Trusch: Right, right.

Yael Trusch: So, yeah, I'm definitely very grateful for that.

Yael Trusch: Chanie, as an observant Jewish woman, you have what I call... we have a tool kit at our finger and we really have access to so many wonderful tool to be present and to kind of stay sane in this crazy world and in a very busy... the busy lives that we all lead, what would you say are one ... is one of your favorite things or a thing that you really lean on that helped you to stay grounded and sane and present?

Chanie Apfelbaum: As far Judaism, what do I like?

Yael Trusch: Yeah, yeah... something Jewish, obviously that you utilize, that you really think it's pivotal and important to you that you couldn't do without?

Chanie Apfelbaum: That's a good question. I mean, I think just the fact that religious and like live my life according to the Torah and Torah values

and Shabbos. First of all Shabbos, I always say, I never appreciated Shabbos the way I appreciate it now. We force to disconnect, we have to disconnect, it's not choice; and I don't know what I would do if I didn't have that, you know?

YAEL TRUSCH: I'm with you.

CHANIE APFELBAUM: So that really helps so much and to be able to be present with my kids on another level and just talk to them and spend time playing games together and family time it's so important and the holiday – all that like has meaning to me more than ever before.

YAEL TRUSCH: I want to come to your house for the holidays. I'm want to try your menu!

CHANIE APFELBAUM: Well, I'm always really open about it if ever you're in my hood you can for sure reach out.

YAEL TRUSCH: I get so bored of my own food.

CHANIE APFELBAUM: Oh, my god – we all do!

YAEL TRUSCH: Oh, you do too? Good! I'm glad.

CHANIE APFELBAUM: Of course! I'm like, I cannot make any for my book. I cook so many times –

YAEL TRUSCH: Oh, that's funny!

CHANIE APFELBAUM: I can't even look at it. Even though my kids sometimes are requesting like the recipes, but I just can't, so yeah, I would say Shabbos Yante is so important to me.

YAEL TRUSCH: Yeah. They're really vital, they're really vital. Chanie you told me you're more into savory so tell us what's like your favorite food like all time? If you were in a deserted island and you had to eat one thing and ask God to send you one thing what would that be?

CHANIE APFELBAUM: Does that mean one in . . .

Yael Trusch: Oh, no! It could be a dish, yeah! What's your thing? Like what you into?

Chanie Apfelbaum: I love srirachas, that's one of my favorite things.

Yael Trusch: Oh, yeah, for the ingredient, yeah, yeah, yeah. You sound like my son, my thirteen-year-old boy.

Chanie Apfelbaum: Yes, I just, I love it and I love runny egg.

Yael Trusch: Really?

Chanie Apfelbaum: Yes.

Yael Trusch: With sriracha smeared on it?

Chanie Apfelbaum: Yes, yes! Absolutely! And I love bread, loaf bread.

Yael Trusch: Really?

Chanie Apfelbaum: Yeah, I love, yeah.

Yael Trusch: Your bake your own Challah?

Chanie Apfelbaum: Not every week.

Yael Trusch: No?

Chanie Apfelbaum: No.

Yael Trusch: So, see, I'm very particular of my Challah like I'm a real Challah snob. I don't love the kitchen –

Chanie Apfelbaum: Then you have to try my recipe, you have to.

Yael Trusch: Oh, I know! I'm like I'm really have to try a lot of these recipes, Chanie.

Chanie Apfelbaum: Yeah, I mean I literally just got a message last night from someone that's doing a Challah bake and told me that her mother's been cooking the same recipe for years and years and years and since they got printed and tried mine and never going back, it's the best

Challah they've ever had. I got that message from a lot of people, you have to try it.

Yael Trusch: Okay, I'm going to try it. I'm up for it! I'm up for it, alright!

Chanie Apfelbaum: Okay.

Yael Trusch: Chanie, we've talked about how this began as a quote unquote, "a hobby quickly turned into a business," but the most important thing that I see through it all is that perhaps unintentionally you've really spread the light of Judaism.

You've really brought the beauty, the joy, the relevance of Jewish observance and Jewish practice, Jewish life to the forefront of many people so I'm curious if you can share with listeners what that's been like maybe even feedback that you've gotten from people over the years that's made you realize like, wow, this is really much bigger than maybe what I thought it was going to be, it's definitely not – it's a lot... it has a life that is much bigger than a hobby or a business. I'm on to something special and meaningful.

Chanie Apfelbaum: Yeah, so that's definitely been something that I didn't expect, and I never went into it thinking that this was going to happen. For me it was really about sharing what I love, sharing about how we could take our food to the next level and things like that. I think it was just like a natural byproduct of just kind of being myself, being authentic, being a Jewish religious from mother who kind of built this platform for herself and like people take things away from that and just from watching my life and it's not something that like I consciously think about, it just really mean living my life authentically.

And sometimes I discussed things that happened and how I work through different things in life, but more or less I really like the things are very light and keep things very focused on my brand which is food related but obviously that's all intertwined with our culture and our... so many beautiful Jewish traditions and holiday, Kosher; so it all becomes one... a big... a part of one big picture.

Yael Trusch: Mm-hmm.

Chanie Apfelbaum: I just think people – everyone has different parts of it that they relate to personally and the takeaways that they get from watching my journey, but you know, it's really been so surreal like meeting people all over the world due to Instagram stories and me putting my life out there and my face out there, I get recognized in so many different places and it just always like, firstly, I'm like, how do they... you know... it always feels so surreal and but you know they introduced me to their kids and their husbands. Oh, you know this that I made, it's from her, whatever it is.

Yael Trusch: Aww...

Chanie Apfelbaum: And their kids know me and they watch me and it just like it makes me feel like we're one big family and I think that's so special and it also obviously makes me realize it's always like an eye opener like, you know, wow! People are really watching me and it's kind of a sense of responsibility that I didn't even know it was there so it is very, very, it's a great thing.

It's a great thing just – the Rabbi spoke about technology, right? Back in the day when we didn't have any of these, right? About embracing technology and what you can do with it and this is just like a whole another level of just reaching people and yeah I think it's very special.

Yael Trusch: Absolutely and you're doing such a beautiful job, it's really very special and listen, even before you were doing Instagram stories, just the fact that you were on TV doing your recipes and just with your beautiful personality and put together on the gorgeous recipes – I mean, it's like it has such a reach that we probably don't even know, right?

Chanie Apfelbaum: Yeah, but that's the great thing about Instagram is that –

Yael Trusch: Right!

CHANIE APFELBAUM: It reach people so in all different countries all over the world and they message you and they –

Yael Trusch: Right.

CHANIE APFELBAUM: And they reach out to you and they tell you their personal life stories and struggles and you could really have the ability to touch people in so many different ways and help people.

Yael Trusch: Amazing! And along the same lines you are, we were saying, how in so many ways now you are like a role model, you're a person people look up to, they look at how you're doing things at your life, they're inspired by you – could you share with us a Jewish woman in your life who has been inspirational to you, who has been a role model to you? Somebody that you really hold dear, look up to, have memories?

CHANIE APFELBAUM: That would have to definitely have to be my mother. Many people know that my brother, Ari Halberstam, was killed on the Brooklyn Bridge in 1994.

Yael Trusch: Oh, yes.

CHANIE APFELBAUM: Yeah, that was just about, or it's going to be 25 years this year and you know, just –

Yael Trusch: How old were you Chanie when that – were you a teenager?

CHANIE APFELBAUM: I was thirteen years old, yeah.

Yael Trusch: And my brother Ari was sixteen and that's just like that's who I am. That's part of my story, that's part of what makes me who I am and just growing up with a mother who just she fought against all odds in everyone's way of life and showed me how nothing can stand in your way, if you really, really have something that believe in, that you believe in and you know that you're passionate about. My mother wrote the first laws on terrorism in the United States that was signed into law right before 9/11. She come in for terrorism –

Yael Trusch: Wait, the first laws on terrorism?

Chanie Apfelbaum: Yeah, yes. She –

Yael Trusch: Give a little context to listeners who might not know about Ari's story and the incident that happened in the bridge.

Chanie Apfelbaum: In 1994, the Lubavitcher Rebbe was having cataract surgery in a hospital in Manhattan and a lot of people went down to pray and say Tehillim while the Rebbe was in the hospital. My brother was a 16 year old boy so he goes also to go and basically several days prior there was a massacre in Hebron where a settler shot at a mosque and they were calling for retaliation all over the Arab world and a Lebanese born Arab here in New York decided that he was in his mosque, they were calling for retaliation and he decided he was going to assassinate the Rebbe so he actually filled his car with machine guns, sat outside the hospital waiting for the Rebbe to leave the hospital. When the Rebbe left followed the Rebbe's car but then the Rebbe went into the Brooklyn Battery Tunnel and they closed off the tunnel so nobody could follow the Rebbe's entourage, so he made a U-turn on to the Brooklyn Bridge where he saw a van filled boys with –

Yael Trusch: With boys –

Chanie Apfelbaum: Yeah and he basically shot up the van and my brother were shot in the head and he died five days later, and you know obviously this is not something that we experience in America. Unfortunately, nowadays, 25 years later, terrorism is on everyone –

Yael Trusch: Radar

Chanie Apfelbaum: Radar, and it's something that we deal with unfortunately but this was prior to 9/11, it wasn't something that we were dealing with and at first they were just calling it an active road rage and obviously this was so much more than just road rage. This is not someone getting mad at someone cutting him off and pulling out machine guns and my mother got the FBI to classify the case as an actual act of terrorism.

Yael Trusch: Wow!

Chanie Apfelbaum: Yeah, so she really made it her life mission and really opened up everyone's eyes to what terrorism is way before terrorism was on the radar.

Yael Trusch: Huh!

Chanie Apfelbaum: And she trains in law enforcement now and she just so, so active and obviously having a mother like that really just made me realize that you can accomplish anything in this life that we have and you just have to have your eye on the prize and what you want to do and you can make it happen and it just it really was just a very amaze – having such a strong role model just made me realize that really there's no excuses in life like, oh, I have little kids, I have a family, I can't do this, I can't do that. You can do anything that you want to do –

Yael Trusch: Right.

Chanie Apfelbaum: If you have a strong enough passion for it and so, yeah, so that's really – yeah.

Yael Trusch: What an incredible story. I really had no... I mean I knew about your brother, I did not know how pivotal your mother's work had been but what an incredible story of turning something dark into something positive for mankind, for everybody else, right?

Chanie Apfelbaum: Yeah, absolutely! Absolutely, yeah.

Yael Trusch: Wow, Chanie, thank you for sharing, that was beautiful. Let's do a little bit of JLP fill in the blanks. This is the part of the show where I'm going to give you an open-ended sentence and you're just going to fill it with the first thing that come, okay?

Chanie Apfelbaum: Okay.

Yael Trusch: Don't over think it, here we go. I'm Chanie Apfelbaum and I feel most spiritual when?

Chanie Apfelbaum: When I light Shabbos candle.

Yael Trusch: My favorite mitzvah or one that I connect with the most is?

Chanie Apfelbaum: Favorite mitzvah? Can we go back to candle lighting?

Yael Trusch: Yeah.

Chanie Apfelbaum: It's funny because my name, I'm actually named after the Lubavitcher's mother whose name was Chana and she said, he said of her that her name is the acronyms of a women Challa, Nida, so I always feel like maybe I have a special connection to those three mitzvahs because my name is Chana.

Yael Trusch: Yeah.

Chanie Apfelbaum: Yeah.

Yael Trusch: My fondest sweetest Jewish memory is?

Chanie Apfelbaum: I think the Passover Seder.

Yael Trusch: You mean growing up with your parents in your parent's home?

Chanie Apfelbaum: Yeah, growing up, yeah, yeah. We always – my mom always invited a friend of hers from camp with her husband. They never had children so they used to come and shower us with present and every year I used... my parents let me put some wine in my four cups so I always got a little tipsy and I would be like a little bit hangover by the end... at the end of the night at the sofa singing the song of you know all the different songs after it was a good sweet memory.

Yael Trusch: Very nice. Did you grew up in Crown Heights, Chanie?

Chanie Apfelbaum: Yes, yes.

Yael Trusch: And that's where you live?

Chanie Apfelbaum: And I still live here, around the corner from where I grew up.

Yael Trusch: Wow, beautiful. So, I guess you get –

Chanie Apfelbaum: Yes.

Yael Trusch: Close to your mother. By the way, we didn't talk about this, but what does your mother think about all your new since she's like the traditional Ashkenazi cook and you have a whole new twist, does she appreciate your recipes?

Chanie Apfelbaum: She does. She doesn't cook them because she definitely likes her... the traditional way and I love that. We can go to her house and my kids can taste that because I'm not cooking that way, like I never make kugel and things like that and she's very proud. She's very, very proud.

Yael Trusch: Very nice. Something I wish I had learned about Judaism growing up is?

Chanie Apfelbaum: I don't know. I mean speaking about what we were just saying like I don't know if it's Judaism particular, but I would say growing up in a small community I was always scared to break away from the mold and kind of be myself. I was always like I have to follow and I'm a people pleaser and I follow the rules and I always like very rigid about doing everything as supposed to be done and was a little bit scared to just find my own voice which as an adult I have. And I feel like I wish I would have done that more as a younger version of myself could see that it's okay to do that and it's important to do that. And so, I think... yeah?

Yael Trusch: I'm so glad you mentioned that because it's a real struggle for many of us. I mean and you have to really overcome those fears and say listen I am going to go out there and to be a lot more public and do something that's a little bit out of the mold and that sounds like you have to struggle a little bit to get to that point.

Chanie Apfelbaum: Yeah, now like my oldest is twelve so I have a teenager.

Yael Trusch: Yes.

CHANIE APFELBAUM: And I see how as a mother now how important Judaism and you know my daughter wants to not be like everyone else. She is a very unique and creative in her own way and I have to be okay with that and a part of me wants her to just be like everyone else, why can't you – my husband always says like, I right way and does the better way. It's two different outlooks and I was always like that. No, this is the way you have to do it the way everyone does it, no, you know! Like being yourself and being an individual is healthy and okay and important and it will just make you find yourself and shine.

Yael Trusch: Yep and give gifts to the world the best of you which is what God wants from each and every one of us. When I give I Tzedakah, I like to give to?

CHANIE APFELBAUM: I love to give to a lot of different places. I like to support the Friendship Circle. They do amazing work.

Yael Trusch: Yay!

CHANIE APFELBAUM: And especially my local one here on Brooklyn. I like to support my Masbia who helps feed the needy, they have soup kitchen. I like to give to a Challah Chabad which is the Rebbe Rabbi Meir Baal HaNeis is a great school to give to and they feed the poor and needy in Eretz Israel and of course all the charity campaign nowadays. There's like every day there seems to be another one but they're all really great causes so things like that.

Yael Trusch: Very nice.

CHANIE APFELBAUM: Yeah.

Yael Trusch: Finally, I'm Chanie Apfelbaum and today I'm most grateful for?

CHANIE APFELBAUM: My family, definitely.

Yael Trusch: Nice.

CHANIE APFELBAUM: I mean, really, the reason, starting my blog really just to give me an outlet so I could be a better mother and I always say this to people because people apologize to me that they are not a good cook or that they don't enjoy the kitchen and I'm like, it's fine. I follow fashion bloggers, I'm not interested in fashion and that's okay.

Everyone has their niche or maybe they don't but they should find something that they enjoy that makes them happy which just makes us better parents, better spouses, better versions of ourselves. I feel like everyone need something; everyone needs something just to help them feel more fulfilled, you now? Especially raising children, we are always giving, giving, giving. Even... not even realizing that's who we are, we're givers. Being mothers, being spouses and you need to give to yourself sometimes. Speaking this whole thing is about food, we need to feed ourselves, we need to feed our soul and it's something that we overlook sometimes, but it's so important.

Yael Trusch: A hundred percent. Chanie Apfelbaum, thank you so much for coming on the show. This was so fun! I love learning from you! Everybody the book is Millennial Kosher and it's available on Amazon and of course you could follow Chanie at www.busyinbrooklyn.com.

CHANIE APFELBAUM: Thank you so much for having me.

[Theme Music]

Yael Trusch: Thanks to Chanie Apfelbaum for stopping by. Isn't she great? I want to get my hands on that book because it sounds really awesome and guess what? I will be buying it but you can win it. Head over to my Instagram account to enter for a lovely and easy giveaway to win a copy of Chanie's super acclaimed book, Millennial Kosher.

Very easy to enter: like the post, tag a friend, follow me and follow Chanie at www.busyinbrooklyn.com. Just head over to Instagram and you'll find it all there at Jewish Latin Princess.

I have fun on Instagram, the problem is my life is so hectic and I really don't have time to be in there and more importantly, like I said before, I really

don't like my kids to see me in there, so I'm probably not on Instagram as often as many of you would like me to be. I've heard that before, I know. If anybody has tips on this dilemma, let me know.

In the meantime, the good news is that when I am in there, I try to be there with something fun and valuable for you, in this case, an awesome give away for a great book.

Listen, if you have any women you'd like me to interview on 2019, well, you know where to find me and if you enjoyed this episode and you've never left a rating, go ahead and do that, please! I'm getting the sweetest emails lately and I appreciate them so much because truth be told, it can get a little lonely behind this mic so I appreciate all the feedback via email, via Instagram private message and of course the lovely iTunes reviews.

I hope you are all having a great winter break. If you're traveling, enjoy your travels and be safe, and I'll be right here for you in 2019.

[Theme Music]

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