

**WHAT'S COOKING?** Vol  
**ONE**

**80** **OTAGO**  
**BUSINESSES**

**SHARE** **FAVOURITE**  
**THEIR** **RECIPES**



# What's cooking Otago?

The most delicious way to advertise

“A radio or a TV commercial lasts only seconds, a newspaper or magazine advert is read only once... But a cookbook lasting years, is used hundreds of times and what's great is that your business is always in it; familiarising the reader with what your business does. This is a powerful form of branding your business, yet feels pleasant and subtle to the reader. A customer having a good feeling associated to your business is priceless.”

— **Muhammad Ali**... probably never said this but it is true!

I never said that!



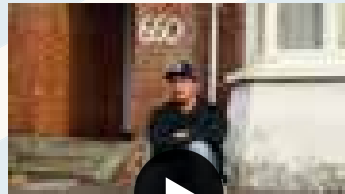
# What we do

We are publishers of high quality cookbooks.  
We also make videos and shows for TVNZ about cooking.

**Check out some of our videos:**



<https://vimeo.com/145104573>



<https://vimeo.com/138279654>





# Recipes, Cooking, Me? No way!

As Muhammad Ali said (or not), cookbooks are a great way to advertise. The good thing is, you don't have to do anything. We do it all for you. Photography, editorial, cooking, food styling, design... **everything!** All you have to do is pick a recipe and purchase some books.

You will be one of 80 businesses in Otago to participate. That means that there will be at least 4,800 books in homes in your community with you in it.

We work with the best chefs, food stylist and photographers in the industry to make sure your business is represented the way you want it — picture perfect!



## *How much am I in for?*

All we ask you to do is to purchase books — That's all! No extra charges for photography, design, recipes development, etc.

**The minimum order is 50 copies.** You can of course order more if you like.

You will also receive a signed print of the Otago book cover by New Zealand iconic artist Dick Frizzell!

Each book is \$39 + GST. Similar cookbooks retail for \$50.



## *The deal*

**For a total investment of \$1950 + GST you will receive:**

- 50 copies of the book with you in it
- 4 full colour, delicious pages filled with a yummy dish and information about you and your business
- 2 amazing photos for your own use by our photographer
- Advertising in at least 4,800 households in your community (remember: cookbooks don't get thrown out!)
- Lots of amazing recipes that will get you out of the dog box if you cook them for your partner
- 2 extra copies of the book with every 10 books purchased
- 1 limited edition print of the book cover signed by Dick Frizzell

# Community

We are giving back to your community!

With every 10 books you purchase, you will receive two extra books to give to an organisation of your choice, like the local kindergarten, your favourite school or sports club. These books can then be used as fundraisers for important projects.

# Payment terms

We make it easy for you to be part of this amazing project.

A third is due on signup. The next third when the book is designed, and the final third before delivery. Invoices are due on the 20<sup>th</sup> of the month following the invoice.





## *What do I do with all the books?*

50 books is not a lot. How many customers do you have again?

Cookbooks make **great gifts**; reward your clients for their loyalty or in special promotions.

**Donate them;** Give some books away to local organisations, schools, clubs or charities for fundraisers.

**Sell them:** Our cookbooks retail for \$50-60. Put them on the shelf and get your money back and keep the amazing advertising factor!



# Who we are

Cooking 4 Change is an initiative by Dick Frizzell, Erin Simpson, and many other famous Kiwis.

In 2015 we visited, interviewed and filmed more than 100 famous New Zealanders. We cooked chopsuey with *Joseph Parker*, vegan lasagna with *Rhys Darby*, frittata with *Lucy Lawless* and Shepherd's pie with *Sam Neill*. Check us out on Facebook, Instagram or our website and follow our wicked journeys!

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**Dick Frizzell** is New Zealand's most iconic and best known artist. His works include Mickey to Tiki Tu Meke, Mr 4Square and the Red Haring series.



**Erin Simpson** has recorded over 1,000 episodes of magazine-style infotainment TV shows. She has delivered over 6,000 minutes of quality New Zealand Television to a target demographic of 10-60 year olds.