

# The young chef's passport to tasty cuisine from around the world!

Kid tested & kid approved!  
**50+**  
recipes from  
**6** cultures



“These are worthy guides for the first few steps around the kitchen ... Use these titles to instill a sense of accomplishment and adventure in the kitchen ...”

– *School Library Journal*, Series Made Simple, April 2011, (previous 6-book series)



Available Date  
Title  
Author  
ISBN  
Specifications  
Price

Publisher

Contact Information

Order Information  
Individuals  
Trade Distributor

Give up-and-coming chefs a chance to explore the foods of the world! This international cookbook has over 50 recipes from six different cultures and introduces readers to world geography, math, science, and authentic, easy-to-make recipes that taste great. Learn about **African, French, Italian, Mexican, Middle Eastern, and Japanese and Chinese cooking** in this introductory cookbook. Each kid-tested recipe includes step-by-step instructions, how-to photos, and tips, along with pronunciation guides when needed. So grab an apron and prepare for a tasty adventure!

Heavy-weight, high-quality cover and interior paper provide durable and sturdy construction for endless use by little hands.



Features include:

- Ingredients and tool lists
- Visual index of cooking terms
- World map with highlighted areas
- Step-by-step instructions and photos
- Allergy and safety information

July 9, 2013

*Cool World Cooking: Fun and Tasty Recipes for Kids*

Lisa Wagner

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**Lisa Wagner** is a freelance writer, graphic designer, and creative consultant who loves to cook, eat great food, travel, and listen to music. She worked extensively in the travel industry marketing and creating promotional material for various northern resorts, which included writing about food. She is the founder of the Books In the Woods program and also conducts walking and historical tours in the Twin Cities. She loves to cook with fresh, local, and organically grown ingredients. In the summer she grows many of her own vegetables and herbs. She lives in Saint Paul, Minnesota, and has two sons, who also love to cook. Dinner is always the highlight of the day; the family cooks together, eats together, and enjoys sharing cooking adventures at home and on the road.



## Marketing Information

### Audience

- Children ages 8–12
- Young chefs
- Schools, daycares & after-school programs
- Activity groups & clubs (Girl Scouts, youth groups, cultural opportunities, etc.)
- Cooking schools/programs
- Cookbook clubs
- Teachers, parents & homeschools/ Cross-curricular activities

### Marketing Strategy

- **Release Date** June 2013
- **Author Events/Tours** across regional area of MN, with emphasis on food events at bookstores, libraries, and creative kid stores (additional opportunities at festivals and farmers markets)
- **Pitch Review and Feature Coverage in National & Regional Media** *Chicago Tribune, San Francisco Chronicle, NPR Books, The Horn Book, SLJ, PW, Kirkus, ForeWord Reviews, Bookreporter, NY Times, Midwest Book Review, Booklist, VOYA, BCCB*, cooking publications

### Industry Events

- Heartland Fall Forum 2012/2013
- Children's Book Week
- ALA 2013
- Twin Cities Book Festival 2013
- BEA 2013



- **Pitch Local Media** *Star Tribune, Pioneer Press, MN Parents, MN Monthly, City Pages, Rain Taxi, MPR, WCCO, KFAI, KARE11, MN metro media*
- **Promotion Materials** to schools, clubs, cooking programs, regional food events, grocery stores
- **Advertising Opportunities** *SLJ, PW*, cooking publications, parents/kids publications
- **Digital Marketing Presence** with strong social media representation through Facebook title fan page, mommy blogs

## Harriet's Tasty Tabbouleh

This Lebanese salad is healthy and oh, so tasty!

MAKES 6 TO 8 SERVINGS

**INGREDIENTS**

- 2 cups water
- 1/4 cup bulgur wheat
- 2 large bunches of parsley, finely chopped
- 1 cup finely chopped fresh mint
- 1/2 bunch scallions, finely chopped
- 2 large tomatoes, finely chopped
- 1 small dried onion, finely chopped
- 1/2 cup fresh lemon juice
- 1/2 cup olive oil
- salt and pepper to taste

**TOOLS:** prep bowls, measuring cups, cutting board, serrated knife, small sharp knife, juicer, saucepan, strainer, mixing bowls, whisk, wooden spoon

- 1** Boil the water in a saucepan. Turn off the heat and stir in the bulgur wheat. Let it stand for 30 minutes.
- 2** Rinse the bulgur wheat in strainer. Then drain and squeeze excess water out. Put it in a large mixing bowl. Add the parsley, mint, scallions, tomatoes, and dried onions. Mix well.
- 3** Whisk the olive oil and lemon juice together in a small bowl. Pour it over the bulgur wheat mixture.
- 4** Mix well. Add salt and pepper to taste.

Even Cooler!

For a more authentic tabbouleh, add 1/2 teaspoon ground cinnamon and increase parsley to 3 cups. Or spice it up and add 1/2 teaspoon cayenne pepper.

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