

Apples for Jam

Tessa Kiros

Title	Apples for Jam
Author	Tessa Kiros
ISBN	174045748X
Imprint	Murdoch Books
Binding	Hardcover with jacket
Extent	432 pages
Dimensions	175 x 245mm
Word count	90,000
Photographs	160
Recipes	210
RRP	\$69.95
Release Date	April 2006



Description

Apples for Jam is the third delightful book from Tessa Kiros.

Inspired by the excitement and simplicity of childhood, Tessa has brought together recipes based around colourful, pure, fresh ingredients that create uncomplicated and delicious family meals. From the comfort of soups and roasts, to the striking colours of beetroot gnocchi and mango sorbet, to the simplicity of rice pudding with nutmeg, this book weaves recipes with reflections and hopes. Alternative ingredients and options for serving suggestions are given for many of the recipes, extending their appeal. The evocative text and innovative recipes are complemented by beautiful photographs and illustrations.

Sales Points

- Format of *Apples for Jam* is the same as *Falling Cloudberry*s – net sales of 14,000 copies and winner of the Golden Ladle in the 2005 World Food Media Awards
- Features stunning photography and creative design
- Reads beautifully and captures Tessa's warm and genuine voice in the recipes and accompanying text
- Targeted publicity including *Vogue Entertaining + Travel* and *Gourmet Traveller*

Previous Titles

- *Twelve* ISBN: 1740456378
- *Falling Cloudberry*s ISBN: 1740453646

Author profile

Tessa Kiros was born in London to a Finnish mother and a Greek-Cypriot father. She has lived in South Africa, London, Sydney, Athens and Mexico and is now based in Tuscany, Italy. Her cooking is influenced by her childhood experiences and a life of travel and exploration in various parts of the world. Tessa has collected and created her unique recipes over many years and continues to share special memories and moments with her readers along with wonderful, eclectic food.



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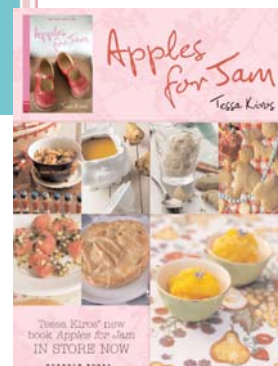
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**Winner of the prestigious Golden Ladle in the
2005 World Food Media Awards**



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Apples for Jam Retailer Incentives

Murdoch Books are celebrating the release of Tessa Kiros' new book *Apples for Jam* with enticing incentives for our retail partners.

To be eligible:

- Buy at least one of the *Apples for Jam* stockpacks
- Create a fabulous window or instore display for *Apples for Jam* during April / May 2006
- Show exceptional growth in sales with *Apples for Jam*, with strong increases on Tessa Kiros' previous titles, *Falling Cloudberry* and *Twelve*

To help you, Murdoch Books are providing:

- Sheets of wrapping paper for you to give to each customer who buys a copy of *Apples for Jam* – it will be the perfect Mother's Day gift!
- Posters and folded recipe cards to assist with instore display and promotion

THE MOST OUTSTANDING BOOKSELLER WILL RECEIVE

A weekend for two in the Hunter Valley, NSW, including:

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 - Car hire from Sydney for three days

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Mary-Jayne House, Marketing Manager, Murdoch Books,
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Email: mary-jayneh@murdochbooks.com.au**

The displays and sales results will be judged by Murdoch Books and the recipients of the retailer incentives will be advised in early June 2006.