

# Cooking Curries

<b>ISBN</b>	1 74045 600 9
<b>APN</b>	9781740456005
<b>Binding</b>	Limp with flaps
<b>Extent</b>	192 pages
<b>Dimensions</b>	280 x 222 mm (portrait) 11 x 8 <sup>3</sup> / <sub>4</sub> inches
<b>Word Count</b>	35,000
<b>Photographs</b>	120 heroes, 200 steps
<b>Recipes</b>	92
<b>RRP</b>	AUS \$34.95 (£14.99)
<b>Publishing</b>	February 2006
<b>Series</b>	Cooking



## OTHER TITLES IN THE SERIES

*Cooking Moroccan; Cooking Spanish; Cooking Vegetables; Cooking Seafood; Cooking Desserts* (November 05)

## DESCRIPTION

*Cooking Curries* focuses on flavour by categorising a wide range of curries according to the dominant taste: sweet, aromatic, hot and sour, earthy or rich. From vegetarian hot and sour dishes to earthy lamb curries, and from all corners of the globe, *Cooking Curries* contains favourite curries and new, inspired twists on the classics. Alongside the recipes, *Cooking Curries* also highlights and explores vital curry ingredients, such as curry leaves, turmeric and coconut milk. Special 'three-way' spreads focus on accompaniments to curries, such as chutneys, breads and rices.

## KEY SELLING POINTS

- Recipes categorised into base flavour
- Technique spreads explain the basics of preparing curry pastes and powders
- Step-by-step photography to make recipe preparation easier

## MARKETING AND PUBLICITY

- Targeting food media

