

# A first for New Media Books: *The Unplugged Cookbook* hits the shelves at Woolworths

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New Media is proud to announce the publication of the first shiny new title by New Media Books - the new business division launched by the award-winning content marketing agency in July 2015.

"We have worked in record time for our client, Woolworths, to create a magnificent cookbook - with a glow-in-the-dark cover - that empowers home cooks with everything they need to know about cooking with very little electricity, or none at all!" says New Media Books editor-in-chief, Sumien Brink.



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The challenges of on-again, off-again loadshedding inspired Woolworths and New Media Books to publish *The Unplugged Cookbook* as a solution for innovative cooking, whether for power cuts, impromptu picnics or dinner under the stars. It contains low energy-consumption recipes that make life easier, with handy tips covering everything from pantry staples, to cooking without heat and getting the most out of your slow cooker - a bonus for homeowners' monthly energy bills and the environment.

"*The Unplugged Cookbook* is a practical yet beautiful guide to 'energy-saving' cooking," says Woolworths head of brand communications of food, Glenda Philp. "We all need inspiration and this book provides 100 simple, delicious recipes that we all can prepare. We worked closely with the award-winning food team behind Woolworths TASTE magazine, who produced this stunning book for us."

*The Unplugged Cookbook - Welcome to the Future of Cooking*, will be sold exclusively at Woolworths from November 2015 at a recommended retail price of R295.

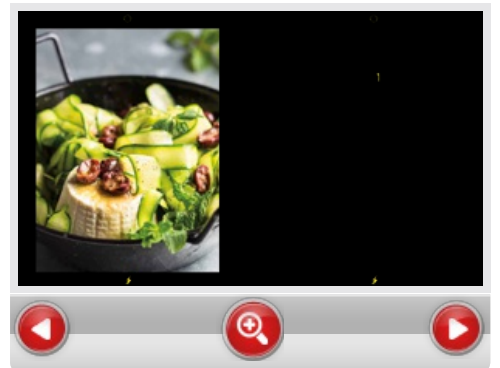
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## About New Media Books

New Media Books falls under the consumer division of New Media and is headed by award-winning editor-in-chief, Sumien Brink, complemented by group creative director Crispian Brown. New Media Books provides niche custom book publishing services to existing and new clients.

## About New Media

New Media is the leading content marketing agency in South Africa. Established in 1998 and part-owned by Media24, New Media connects people to brands through crafted content on a variety of media platforms. Based in Cape Town and Johannesburg, the company's portfolio covers the retail, food, financial services, motoring, décor and entertainment industries. New Media adds value to brands and audiences by creating content that engages, entertains, increases sales, improves customer affinity and retention and positions brands.



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