

**SELF-PUBLISHING VS  
TRADITIONAL PUBLISHING**

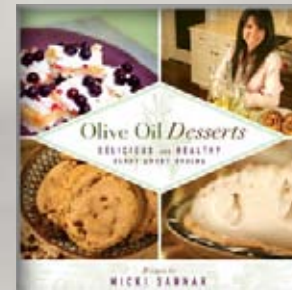
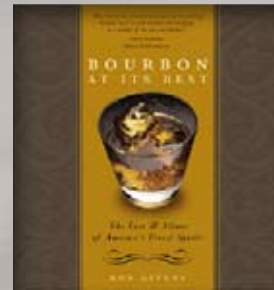
**1) YOU PUBLISH THE BOOK YOURSELF**

As a self-publisher, you cover all costs associated with producing and printing the book. In turn, you have complete decision control on all editorial and artistic aspects as well as all rights to and sales of your book. The return on investment is far greater than any payment you will ever receive from a publisher. The time line is fast and customized to your needs.

**2) PUBLISHER PUBLISHES YOUR BOOK**

The publisher evaluates your cookbook proposal and sample food photography and recipes (which you must assemble). The majority of cookbook proposals today get rejected. The reality is cookbook competition is extremely fierce, and you'll need a celebrity chef or a major television/movie personality to co-author to give

yourself a competitive advantage. If you don't have such connections, you'll need a world-renowned restaurant to guarantee a publisher there will be mass market appeal (and often the publisher will make you sign a book buyback agreement stating you and/or your restaurant will purchase copies of your own book at a discount). In the slim chance a publisher does agree to publish your book, the publisher controls all phases of production. They cover all costs associated with producing and printing the book, and have final say on all editorial and artistic decisions, including recipes, photography, design, layout and cover design. The publisher will pay you a royalty on each book sold (a very small percentage of the retail cover price). You may also receive an advance royalty payment upon signing the publisher's publishing agreement, often a small figure over a long period of time.



**ABOUT THE CULINARY  
BOOK CREATIONS TEAM**

**WRITING**

JAMES O. FRAIOLI is a food writer, published author, and culinary consultant. His first cookbook, *Ocean Friendly Cuisine*, received numerous literary awards, was presented at the White House, and featured in *The New York Times* and on The Food Network. He is also the award-winning author of *Trattoria Grappolo*, *Food Festivals of Italy*, and six other cookbooks, which have appeared on Martha Stewart Radio, The Ellen DeGeneres Show, and featured in such top culinary magazines as *Bon Appetit*, *Food & Wine* and *Saveur*. Seasoned, skilled, and known for both speed and grace of his writing, Fraioli has worked with dozens of high-profile restaurants and luminary chefs who have contributed to his cookbooks, including John Ash, Tom Douglas, Emeril Lagasse, Jacques Pepin, Roy Yamaguchi and Martin Yan.

**PHOTOGRAPHY & DESIGN**

Culinary Book Creations works with award-winning food photographers and stylists who are recognized for their culinary and cutting-edge talent. The company also relies on a full-scale design studio, specializing in the development of innovative solutions for today's book design challenges: from concept to completion.

Culinary Book Creations also works in conjunction with major literary agents and publishing consultants to be sure you are delivered a marketable and competitive product.

**CONTACT**

For more information about *Culinary Book Creations*, or to request a production quote and financial analysis, please contact

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**WE LOOK FORWARD TO TALKING TO YOU ABOUT YOUR COOKBOOK!**

**CUSTOM COOKBOOK PUBLISHING At Its Best.**

OPPORTUNITIES TO  
PUBLISH BEAUTIFUL, FULL  
COLOR COOKBOOKS ARE  
NO LONGER LIMITED  
TO AN ELITE GROUP OF  
TELEVISION PERSONALITIES.



Today, restaurant owners and executive chefs around the country are taking cookbook publishing into their own hands, giving themselves complete artistic and editorial control over the finished product. What's more exciting is self-published cookbooks can be a lucrative investment, and even make the bestseller list.

Custom cookbooks can be a source of pride and receive literary award. They are a valuable public relations and advertising tool, and add instant prestige to a restaurant, organization or business - setting it a notch above the rest. A cookbook can be used as a gift to reward loyal, repeat customers or to attract new clientele and reviewers.

CULINARY BOOK CREATIONS will produce a high-quality, bookstore-caliber cookbook of your dreams. This premiere cookbook publishing company is dedicated to turn your cookbook idea into a mouthwatering and profitable reality.

Culinary Book Creations will help you every step of the way to ensure the cookbook produced will surpass your every expectation. That means absolutely no "cookie-cutter" designs or readymade templates. Every cookbook produced is an original design using the latest technology, graphics and custom professional photography to reflect your vision and the book's theme.

Culinary Book Creations is operated by cookbook specialists who will handle absolutely everything, from fine-tuning your concept and book idea, to delivering your printed books.

## SERVICES INCLUDE

- Initial consultation with restaurateurs and executive chefs*
- Custom quotations and financial analysis*
- Project management*
- Custom production schedule*
- Ongoing cookbook production consultation*
- Assembly of entire manuscript, including clear, concise, and consistently edited recipes*
- Publishing form filing (ISBN, etc.)*
- Copyright page set up*
- Editing and proofreading*
- Indexing*
- Recipe testing*
- Food props and styling*
- Food photography*
- Restaurant / Lifestyle photography*
- Knockout cover design*
- Complete graphic design and visually striking layout*
- Premium printing and binding by world-class printers using state-of-the-art facilities*
- Fast turnaround times*
- Delivery of finished books (paperback or hardcover)*
- Order fulfillment*
- National book distribution consultation (including Amazon.com, Barnes & Noble, etc.)*
- Marketing and promotional plans (including internet, national print, radio & television campaigns)*
- Cookbook awards and submission guidelines consultation*



## AWARD-WINNING FOOD PHOTOGRAPHY

