



www.cookthehood.com



Information Package

Cook the Hood Publishing ©

Who We Are

Cook the 'Hood is a rapidly-growing Canadian-based project coordinator and publisher.

We work together with business associations and charities to promote local communities, big or small, and raise awareness of food-related issues such as the importance of food security.

With an emphasis on professionalism, timeline delivery and financial prudence, we are a people-focused interactive organization which utilizes all available modern-day marketing tools.

Our unique business model and strict adherence to project parameters ensures the financial viability of the projects we undertake for all participants involved.

We are completely committed to our like-minded partners and look forward to creating something special with you soon!

What We Do

We provide a marketing tool for a community's food-related businesses and raise the profile of local food-related agencies whilst also creating a mechanism to support those in need of food assistance.

The Product

Simple -- cookbooks! Not however ordinary cookbooks. Our books work on many levels. Not only as a great marketing tool but they also showcase a community through its food and people. The books provide thought for food and food for thought. They are cookbooks with a difference to make a difference. And we think our concept is unique in several ways. Please read on to learn how.

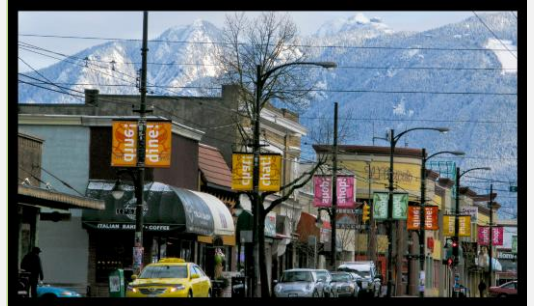
“BEST IN THE WEST”

BIA Award Winner 2009

Featured on CBC TV and radio,
Vancouver Sun, Shaw TV, EAT
Magazine, BC Business Online and
many more!

Who is Involved

We coordinate projects involving a business association, a partnering charity, approximately 25 local recipe contributors, local photographers, local graphic designers, a local printer and distributor. The end result is a very special book.





Who Benefits:

THE BUSINESS ASSOCIATION

- Product placement and branding for your BIA.
- Media attention and press coverage for the area.
- Defines the BIA's areas and boundaries.
- Sold locally, driving traffic to the area, including directly to individual merchant locations.
- Connects BIA with members and connects merchants with residents.
- Creates a partnership
- Great marketing resource for the society (to be used as gifts, promotional tools, prizes).

THE MERCHANTS

- Better-value and long-lasting promotion for any business compared to conventional advertising.
- Our books and our contributors receive extensive media coverage.
- Provides a mechanism to express passion for their community, share recipes and give back to the community.
- Provides an opportunity for businesses to join in celebrating neighbourhood spirit.
- Through retailing at local merchant locations, local businesses receive exposure and patron support.

THE NEIGHBOURHOOD

- Connects local residents with their BIA and the business community.
- Promotes the local community by featuring many 'eat local' and 'buy local' initiatives, e.g. farmers' markets, neighbourhood houses, community gardens and community kitchens.
- Provides a motivation to get more involved and assist in raising funds for the community.
- Educates and is a point of reference for food security in the neighbourhood.
- Makes an ideal gift for anyone.

"In light of Cook the 'Hood's success and the many benefits of the project for our businesses and neighbours, I encourage other communities to collaborate with Cook the 'Hood!"

-Michelle Barile, Executive Director
Commercial Drive Business Society, Vancouver BC

Role Played By the BIA

- Recruiting and contracting a minimum of 25 merchants using the power of existing relationships the local BIA has with their members.
- Collaborating with Cook the 'Hood to choose a design, size and print quantity that suit the needs of the neighbourhood, incorporating distinct logos, branding, and colours.
- Distributing books to local merchants and filling any re-orders.
- Commit to purchase 20% of the quantity of books at the wholesale price for re-orders, gifts, direct sales to public (events, street festivals) and for additional sale opportunities.
- Provide 400 – 600 words on community and photos for 2 page spread, plus maps and official BIA logo.
- Arrange launch and other promotional events as desired.



Our website, www.cookthehood.com is a user-friendly and time-saving way for merchants and contributors to submit information and recipes directly to Cook the 'Hood.

How We Do It

- Provide all necessary recruitment and promotional materials; from flyers to promotion and merchant submissions forms on our website.
- Collect, compile, review, edit, test and proof-read recipes and book content.
- Arrange all book content photo shoots at merchant locations using our partnering photographers.
- Work with our partnering charity to coordinate all non-recipe book content.
- Graphic design, print and bind to high standard.
- Deliver all book quantities and point-of-purchase materials to business association and partnering charity.
- Contact TV/radio/newspaper/Internet sources for local promotion.

How It Is Sold

The book is sold via the 25 contributing merchants, the partnering charity, the BIA, the Cook the 'Hood website and additional retailers city-wide. Those who participate in the project sell the book to eliminate production costs.

Fundraising

The partnering charity directly receives proceeds from sales of their book allocation.

How It Is Marketed

Through launch events, TV, radio, magazines, newspapers and on-line sales coordinated by Cook the 'Hood.





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