

## A TASTE OF NEW ZEALAND

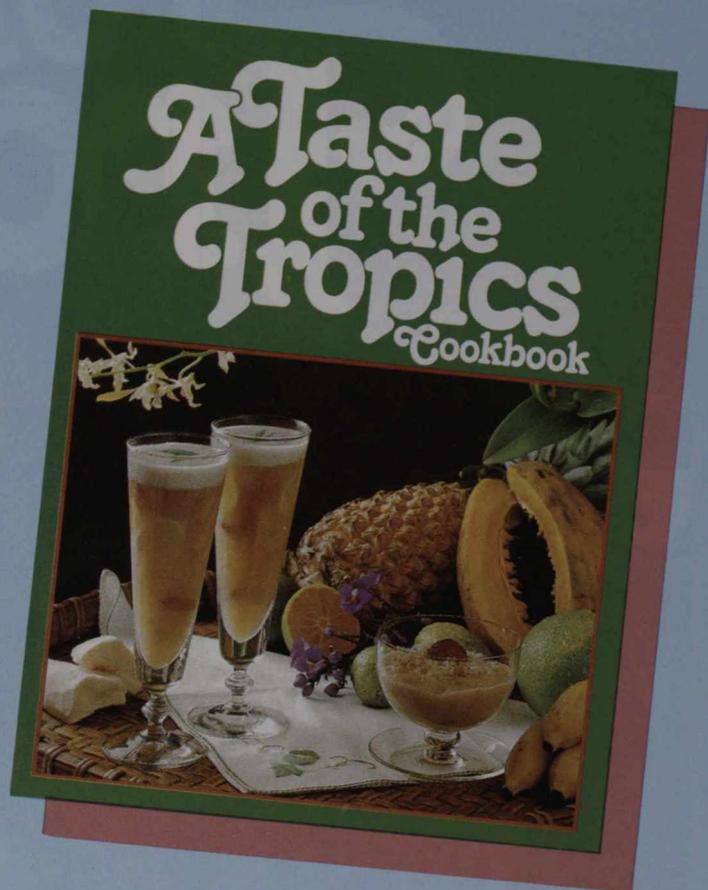
Asia Pacific Books have developed a new concept in cookbooks known as 'Tastebooks'.

An upcoming title, "*A Taste of New Zealand*", not only provides interesting easy-to-follow recipes based on New Zealand's pure wholesome food products, but will also give consumers a range of new and exciting ideas on how to get the most out of their purchases of New Zealand food and beverages.

The Tastebook series was first developed specifically for use in conjunction with food promotions. Each book includes, along with recipes, a section on 'how to use' the products, and a 'buyers guide' which lists foods available in the area where the promotion is taking place and explains what to look for when buying. For example, this section includes hints on judging the freshness of fruits and vegetables, and how to tell top quality meat from lower quality cuts.

A wide range of groups, including food producers, travel services, importers, wholesalers and supermarkets have all found the Tastebooks a useful and innovative promotional tool.

Each book in the series is designed with a particular country in mind. The "*A Taste of New Zealand*" edition is aimed at the North American market, and has been produced with the needs of that market in mind; others are already planned for Japan, Australia, Germany and the U.K.



Advice from the producer or processor of the foods is also incorporated into the Tastebooks. Expert nutritionists, cookbook editors, photographers, and designers all have an input into each new edition in the Tastebook series.

Publisher **Anthony Haas** is available to discuss the ways in which Tastebooks can be used for in-store promotions and how to incorporate the needs of buyers and wholesalers in the design, layout and contents of the books.

## A TASTE OF THE TROPICS

The 1985 edition of "*A Taste of The Tropics*" has been used very successfully as part of promotions of tropical fruits in the Pacific Islands, Australia, and New Zealand.

Sales of tropical produce to Australia and New Zealand soared four-fold as a result of the 78,000 copies sold of "*A Taste of The Tropics*".

A North American edition is now in preparation. The 300 recipes are designed to encourage chefs and housewives to use tropical products.