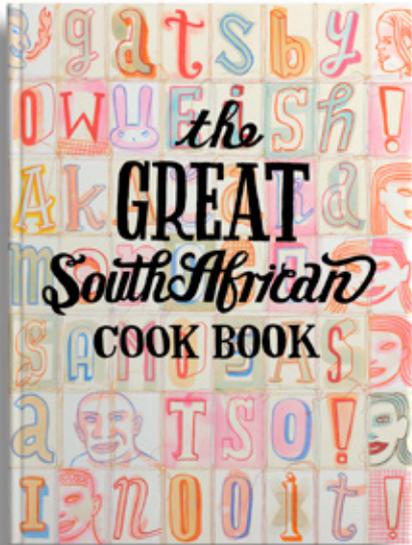


# THE GREAT SOUTH AFRICAN COOKBOOK



67\* of South Africa's finest cooks, chefs, gardeners, bakers, farmers, foragers and local food heroes let us into their homes – and their hearts – as they share the recipes they make for the people they love. Each recipe is accompanied by stunning original photography that captures the essence of our beautiful country. Featuring over 130[tbc] recipes, from tried and true classics to contemporary fare, *The Great South African Cookbook* showcases the diversity and creativity of South Africa's vibrant, unique food culture.

\* Nelson Mandela gave 67 years of his life to the struggle for human rights and social justice. *The Great South African Cookbook* will be released in conjunction with Mandela Day in July 2016, and The Nelson Mandela Foundation will receive all royalties from sales of the book to develop and support community food and agricultural projects that will improve the lives of those who are in need of food and who need to be freed from poverty.

Pub date July 2016  
 Price R455  
 Isbn 978-1-928209-54-6  
 Format 260mm x 200mm, Hardback  
 Extent 340 pages  
 Recipes: 130-plus[tbc]  
 Illustrations: 300 [tbc]

## MARKET

- With over 130 recipes, this definitive survey of South African food and cooking is the book that every foodie will want in their collection.
- The perfect gift for proudly South African friends and family, especially those living abroad.
- Will be popular with tourists and visitors to South Africa.
- Extensive countrywide PR campaign including a major book launch to be held at The Nelson Mandela Foundation and attended by many of the contributors, national identities and celebrities, substantial media, retailers and stakeholders, and billboard advertising in all major centres.

**Notable contributors include** Reuben Riffel, Ina Paarman, Siba Mtongana, Dorah Sithole, Luke Dale-Roberts, Phillippa Cheifitz, Cass Abrahams, Kobus van der Merwe, Abigail Donnelly, David Higgs, Jan Braai, Anna Trapido, Jackie Cameron and Justine Drake, amongst others.

