



Weeknight Grilling with the BBQ Queens

Fast Meals Fast and Fabulous

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The NBN online
tipsheet form
will ultimately
result in a
tipsheet
formatted like
this one!

For anyone who loves delicious recipes for weeknight dinners on the grill, this book is a life-saver for busy, stress-free meals during the week. All the recipes are included on a two-page format for convenience, the ingredients are either readily available in grocery stores or already on hand. Most can be prepared in 45 minutes or less.

Format

- ISBN: 1-55832-313-9 (hc.)
1-55832-314-7 (pb.)
- Category: Cooking
- Price: \$14.95 (pb.)/\$29.95 (hc.)
- Discount: [T]
- Trim Size: 7 1/4 x 9 1/8
- Pages: 256
- Recipes: 100
- Art: 2-color interior design with 40 2-color illustrations
- Carton Qty: 16 hc., 20 pb.

Authors

- Have collectively authored over 20 cookbooks
- Teach more than 100 cooking classes per year
- Hold the honorary degrees of Masters in Barbecue (M.B.) and Doctor of Barbecue Philosophy (Ph.B.) from Remus Powers, Ph.B., founder of the Greasehouse University
- Both live in Kansas City

Authors' Previous Books

- *The BBQ Queens' Big Book of Barbecue* (Harvard Common Press, 2005) 1-55832-297-3 (pb.)
- *Fish & Shellfish, Grilled & Smoked* (Harvard Common Press, 2002) 1-55832-181-0 (pb.)

Marketing

- \$100,000 marketing budget
- Co-op available
- 15-city author tour: Los Angeles, CA; Seattle, WA; Dallas/Fort Worth, TX; Houston, TX; Chicago, IL; Denver, CO; St. Louis, MO; Cleveland, OH; Cincinnati, OH; Kansas City, KS; Atlanta, GA; Raleigh/Durham, NC; Philadelphia, PA; Washington, DC
- BookSense galley offering
- National radio, print, and television campaigns
- Trade advertising

Sales Handles

- 84% of families own a grill; 7 out of 10 families eat dinner together more than 4 times per week
- Most recipes can be prepared in 45 minutes or less with ingredients most people are likely to have on hand
- Endorsed by Debbie Gold and Michael Smith, Rich Davis, Debbie Moose, and Brooke Dojny

Audience

- Women who grill and barbecue
- Anyone looking for a great gift book for a female friend
- Anyone looking for fast and easy recipes for everyday cooking

Competition

- *Fast Food My Way* (Houghton Mifflin, 2004) 0618393129 (hc.)
- *Rachael Ray 30-Minute Meals* (Lake Isle Press, 1999) 1891105035 (pb.)
- *Saving Dinner* (Ballantine Books, 2003) 0345464869 (pb.)

Sales Materials

- Author photos and Manuscript: available
- Sales/media kit: October
- Galley: October