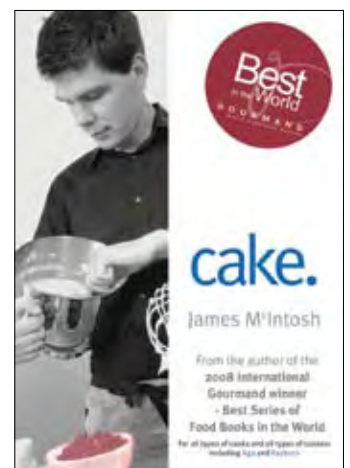
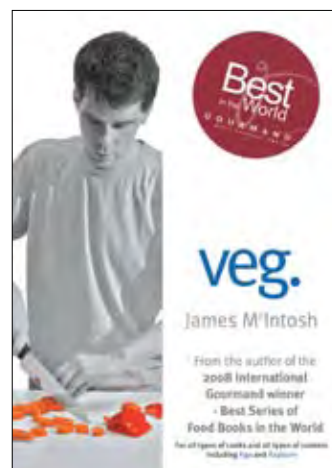




# James M<sup>c</sup>Intosh



# James McIntosh

**“...no fiddle, no fuss, just food.”**

**“Northern Ireland’s answer to Martha Stewart.”**

Financial Times, March 2009

**James McIntosh is a world award-winning cookery writer, home economist, food traveller and cookery demonstrator.**

James was brought up in a 400 year old farmhouse in Northern Ireland by his home economics teacher mum and farmer dad, so food “from farm to fork” is all he has ever known. From an early age he was taught to appreciate the importance of fresh produce and the value of sharing regular meals with the family.

An authorised and experienced demonstrator for AGA globally, James is AGA Ambassador for North America.

Before launching his own international home economics consultancy business – Whisk [www.whisk.biz](http://www.whisk.biz) James worked in recipe development for Le Cordon Bleu Cookery Schools and as a consumer researcher for the Good Housekeeping Institute.

He continues to write features for consumer and professional publications, provides comment on consumer issues for radio features, and frequently lectures at conferences the world over on a wide range of food and domestic appliance related subjects.

In 2009 he travelled along the Silk Road in China, presenting a Gourmand TV television series alongside Portugese chef, Chakall and Chinese Chef Jimmy.

His series of cookery books, mix., dinner., veg. and cake., which won the prestigious Gourmand World Cookbook Award for best series of cookbooks in the world, have now been turned into an iPhone app, Whisk Cooking by James McIntosh [www.whiskapp.com](http://www.whiskapp.com)

James is a member of the Guild of Food Writers, International Federation for Home Economics, International Association for Culinary Professionals and is a Fellow of the Royal Society of Arts.

For more information about James, visit:  
[www.jamesmcintosh.co.uk](http://www.jamesmcintosh.co.uk)  
[www.whisk.biz](http://www.whisk.biz) and [www.whiskapp.com](http://www.whiskapp.com)  
or email: [james@jamesmcintosh.co.uk](mailto:james@jamesmcintosh.co.uk)



# The James McIntosh Series

## The James McIntosh series of world award-winning cookery books

James has published a Gourmand world award-winning series of cookery books of four pocket-sized volumes, which emphasise the importance of getting the basics of cooking right first!

In 2008 James won the prestigious Gourmand World Cookbook Award for Best Series Cookbook in the World for his books mix., dinner., veg. and cake. for their innovative concept and practical approach. Each of his recipes has variations: with 50 recipes in each book, a total of 600 recipes are displayed across the 4 books in the series.

Today there are few cookery books available that encourage people to cook great food without following elaborate recipes and overspending on food and fuel.

mix., dinner., veg. and cake. embrace home cooking with global flavours from scratch and contain a variety of recipes as well as tips on how to save money on food and fuel bills. These books are small enough to keep in your handbag and comprehensive enough to feed a family!

All 4 books are written by James McIntosh and are published by Word4Word; are 105 x 148mm in size; contain 99 pages each; are paperback; and are all priced at £4.99.

## mix.

ISBN: 978-1906316143  
Published: September 2008  
mix. is the first book in a series of four and is a comprehensive guide

to basic proportions in cookery, giving the quantities needed for simple, everyday family food. Containing over 170 recipes from how to make a white sauce to how to prepare pastry, this is an essential cookery book you will turn to again and again.



## dinner.

ISBN: 978-1906316198  
Published: March 2009  
dinner. is a small yet comprehensive cookbook that provides solutions to everyday main meals that don't cost the earth to produce. The book contains over 110 recipes from all over the world to reflect the diversity of the modern day Western household.



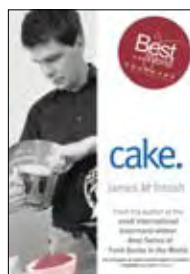
## veg.

ISBN: 978-1906316358  
Published: September 2009  
veg. is a pocket-sized book of 50 recipes: 25 vegetarian mains and 25 vegetable accompaniments which provide nutritious, wholesome family meal solutions at an everyday price.



## cake.

ISBN: 978-1906316365  
Published: September 2009  
cake. is a pocket-sized book of 50 simple but delicious family cake recipes that don't cost the earth to produce.



### James' books are ideal for:

- Young people who want to learn to cook.
- Keen amateur cooks who want to remind themselves of basics.
- Proportions in standard recipes.
- Families interested in saving money on food bills.
- Teachers and students of home economics or food technology.

### What people have to say about James series of cookbooks:

*"These four small cookbooks are just as important as big books by Robuchon or Adria or Blumenthal. They correspond exactly to the needs of today's home cooks: they are cheap, practical and they work."*

**Edouard Cointreau,**  
founder and president of Gourmand

*"A fantastic, concise cookbook explaining everyday recipes and giving every cook a helping hand with the secret of successful cookery – getting the basics right first!"*

**Anthony Worrall-Thompson**

*"The majority of students will simply not have the know-how in the kitchen to cope on such a low budget. James McIntosh shows that it is possible to eat healthy food without spending a fortune."*

**New Consumer Magazine**

*"It was with a sigh of relief that I read through James McIntosh's cookery book mix. I loved its conciseness and down to earth approach."*

**In Balance Magazine**



# Ameri-pean



## What is an Ameri-pean?

*"An American that has a preference for all things European; often to the point where the American wishes they were European."*

**Symptoms include an obsession with Soccer, Formula 1, British Royal Family and all things French.**

Local traditions, climate, travel and the Internet have all made a significant impact on 21st century cuisine. Never before in history have so many cultures been able to come together so easily to create brand new cooking experiences. With this in mind, world award-winning cookery writer James McIntosh is set to travel across North America to explore the concept of **Ameri-pean** food, looking at the differences and similarities between European and North American techniques and ingredients. He hopes to come up with new ideas for combining the best of both continents.

English may be a common language between North America and some parts of Europe and a second language to others. **Ameri-pean** is a discovery of the similarities and differences between food and culture in North America and Europe. Many cooking techniques and measuring systems as well as food choices, styles and trends to combine the "best of both worlds" and develop a new food trend.

[www.ameri-pean.com](http://www.ameri-pean.com)

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## What is Ameri-pean Food?

*Anything North American and anything European combined to make a new fusion.*

### Sample recipes include:

- Fish & Chips, American Style
- Stilton and Pecan-Stuffed Burger with Peppery Leaf Salad
- Risotto with Roast Pumpkin & Thyme
- Waldorf Salad with French Cheese on Pumpnickel
- Crudités with Green Goddess Dressing
- Mini Baked Lemon Cheesecake Meringues
- Cinnamon-crusted Rice Pudding with Blueberry Sauce
- Cherry / Sherry Trifle

## Why Ameri-pean?

*Allows North Americans to "live European" yet be American / Canadian and have ownership of a lifestyle.*

### Profit generated by syndicated products:

- Ameri-pean magazine
- Ameri-pean TV series
- Travel to Stately homes in Europe – experience Ameri-pean
- Ameri-pean restaurants
- Food products
- Home products



# Whisk Cooking iPhone App

[www.whiskapp.com](http://www.whiskapp.com)

600 recipes in your pocket!

# Whisk

We've squeezed in 600 recipes from the world-renowned, award-winning James McIntosh cookbook series. If you're looking to learn the basics of cookery or want to impress your friends with an elegant dinner party, everything you need is available at the simple tap of a screen.



Available now for iPhone, iPod Touch and iPad



## Features include...

### My Whisk

Save your favourite recipes from the 600 available to an easy to search digital cookbook binder.

### Recipe Search

Easily search over 600 recipes by recipe name or ingredient.

### Whisk it up

Shake your device to generate a random recipe related to the time of day.

### Cooking Times

We've included cooking times for all sorts of ovens including Electric, Electric Fan, Gas, AGA and Rayburn.



...and much more!





## Have your own iPhone App

### Why produce an App?

Everyone is talking about Apps! Since they were first made available a staggering 10 billion Apps have been downloaded from the Apple App Store globally. As of February 2011 there are 300,000 Apps available. They are used as simple yet effective promotional tools for websites, radio stations, forthcoming films, newspapers, cookery books. With an average of 300,000 sales or £69,765 per app, it's hardly surprising.

With the rise in popularity of iPhones and other handheld devices an App is the ideal way to reach a variety of target audiences. All that is involved is a one-off payment. There is no printing and no distribution or retailers / sales team fees. Better still, it's digital so it can be used to increase your Google listings and brand recognition.

An App brings instant worldwide distribution for your brand for minimal cost. You choose the sales price or you can offer it as a free download. Either increases product awareness. The App can be designed to sell further products, link to your website and integrate social media links such as Facebook and Twitter.

The **Whisk Cooking by James McIntosh iPhone App** can be easily adapted for your own product. It's simple to replace the James content and rebrand it for your own, all for a fraction of the price of a bespoke App made from scratch.

It's easy to do and can be produced in any language. **Your brand will be global**, with 70% of the App sales income going directly to you. How many book authors are guaranteed returns on that scale?

### As of February 2011\*

- 54% of App purchasers are male and 46% are female.
- The average age of iPhone App buyer is 37 years old and the iPod Touch is 23 years old.
- On average iPhone users download 5.7 Apps per month whereas the iPod Touch users download 12.1 Apps per month.

### So, how does it work?

It's simple. We give you a login to [www.whiskapp.com](http://www.whiskapp.com) where you can upload your recipes, text and images in an easy to use template. We deliver the App beta to you. You inform us of any modifications, we send you a final beta and then when approved we send it to Apple for approval.

## 3 types of package are available:

### Option 1: The Standard Package

A bespoke app of your recipes in any language which includes the following features:

- 2 beta versions during development
- Unique App logo which will identify your product on the Apple App Store
- Submission to the Apple App Store and management of this process
- Hosting in the Whisk Media iTunes App Store
- Monthly sales data to include geographic data
- Splash screen to enter the App advertising your brand
- Welcome or home screen with your branding and colours, photographs, illustrations and text as well as up to 4 recipe sections
- Unlimited number of recipes with pictures
- Ability to search recipes by recipe name
- "More" section to display information about you eg your Facebook, Twitter or YouTube pages
- Recipes presented with easy to follow steps, lists of ingredients and introductory text
- Advertising for your App on [www.whiskapp.com](http://www.whiskapp.com), including 4 screenshots supplied in high and low resolution for marketing purposes

### Option 2: The Enhanced User Package

All of the above functions, plus further options:

- Recipe section introduction pages and up to 2 recipe subsections
- "Shake" function to display a recipe at random
- Search recipes by recipe name or ingredient
- "Events" diary to link to your website and a section to advertise cookery books and other appearances
- Ability to use the iPhone camera to photograph cooking and save it to your camera roll
- List of similar recipes can be displayed within each recipe as well as recipe variations
- 6 screenshots supplied in high and low resolution for marketing purposes

### Option 3: The Social Media Package

All of options 1 and 2 plus:

- "Shake" function to display a recipe at random related to the time of day
- Inclusion of "My Whisk" feature: user's photographs can be uploaded to Facebook with a link to download the App
- 10 screenshots supplied in high and low resolution for marketing purposes

### Option 4: Bespoke

Want something different to our template? No problem, just talk to us!





**We're GCD Technologies. We create web, software and mobile solutions which help our clients grow their business, and we're pretty good at it too. We offer the complete solution, meeting with you to understand your business before even thinking about what website or iPhone App will help solve whatever problem you have.**

Everything is available in-house - design, development, testing and project management - because we know how important it is to see the project through from start to finish. But if needed we can collaborate with other suppliers. We are flexible, and will work in whatever way is needed to make the project a success. We're a solutions company here at GCD: we take a problem, think around it and provide a creative, reliable and cost effective solution to help our clients grow.

We have 14 apps in the App Store, even though we have only been developing apps for 18 months. We have developed websites for all manner of companies, large and small.

### **A selection of our App work:**

**Whisk Cooking by James McIntosh** - A cooking App from the world award winning cookery writer that guides users through over 600 recipes, offering share options on Facebook and the ability to customise the App through taking photos and storing favourites.

**PropertyNews** - Northern Ireland's leading property website delivered on a mobile platform that takes full advantage of mapping and geo-location technology to deliver the ideal way to find a property.

**niJobFinder** - Allows you to search through and apply for Northern Ireland's largest selection of jobs offered through the country's most popular job portal.

**niCarFinder** - Enables users to search for new and used cars offered through the niCarFinder's website.

**TaxiZapp** - A unique App that enables taxis to be hailed through a user's iPhone, allowing the user to check the whereabouts of the taxi through a map within the App. Two Apps are available: one for drivers and one for passengers

**Mad4Ads** - Users can search Northern Ireland's biggest online classifieds site as well as contact sellers, ask questions and post their own ads.

**ICM Books** - Ireland's largest distributor of Christian books and the first Christian Bookstore worldwide to offer an App. Offers full e-commerce functionality including browsing, account access and checkout via Paypal.

**Crash Services** - Northern Ireland's most well known breakdown services company, offering an App that gives users options to submit breakdown reports to Crash including images and current location

**Templeton Robinson, John Minnis, UPS, BTW Cairns, McGranaghans** - estate agents who have all had property Apps developed by GCD Technologies

We have clients with multi-million pound budgets and those who are just starting out and need help to become multi-million pound companies. We don't like to say no in GCD. Come to us, talk to us, tell us what you want. If it can be done, we will do it. If it can't be done, we will try and find a way. And we almost always do.

[www.gcdtech.com](http://www.gcdtech.com)

