

Party in a Cup: Easy Party Treats Kids Can Cook in Silicone Cups



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(Jo Kuhlman)

PARTY IN A CUP: EASY PARTY TREATS KIDS CAN COOK IN SILICONE CUPS

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Chronicle Books. Spiral bound. Book Condition: new. BRAND NEW, Party in a Cup: Easy Party Treats Kids Can Cook in Silicone Cups, Julia Myall, SALES HANDLE: Party in a Cup makes cooking for a party fun-and easy-from start to finish. All you need is in this kit: six delectable, silicone cups for the 24 mouth-watering recipes girls (and their friends) will cook together! KEY SELLING POINTS: * A follow-up to the successful Cook It in a Cup, which resonated with parents and kids, ages 4 to 14. * Six pastel silicone cups make this package irresistible. Kids (and their parents) can start cooking right away. * Party in a Cup introduces kids to basic party planning. * The same trim size as Cook It in a Cup so the two titles will easily be merched together. HOW THIS TITLE WILL BE DISTINCTIVE: * Like its predecessor, Cook It in a Cup, this is the only kids cookbook that comes with six silicone cups. * The cookbook features unique takes on classic party treats. * Photographs of girls enjoying delicious recipes and various party scenes will inspire girls to create good times of their own. * Spa party is dedicated to healthy eating, letting girls know that they can have a blast while indulging in a healthful lifestyle. SPEAK TO THE EXISTING TREND/DEFINE CONSUMER: * Cooking continues to gain popularity with kids and teens. This title will harness that momentum. QUANTIFY VALUE: * 24 recipes and six pretty pastel silicone cups for just \$16.99. NOTABLE AUTHORS OR CONTRIBUTORS TO THE PROJECT: * Julia Myall is a chef and mother of three who is the author of Chronicle's Cook It in a Cup. RELEVANT SALES INFO: * The sales of Cook It in a Cup have been strong: 45,058 gross/ 6% returns.



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