

ON SALE
3/4/2025

ATTAINABLE SUSTAINABLE PANTRY

Fill your cupboards with wholesome, homemade food thanks to this handy illustrated manual that demystifies canning, fermenting, dehydrating, pickling, and more with tried-and-true tips from Internet sensation Kris Bordessa.

With more than 120 recipes—from cake mixes and marmalades to relishes, pickles, and coffee creamers—this comprehensive guide will help you ditch store-bought processed foods and fill your pantry with simple, healthier options that will save you time and money—and taste better, too!

PUBLICITY

- National radio, podcast, online, and print outreach
- Radio satellite tour
- Pitch excerpts

CONSUMER MARKETING

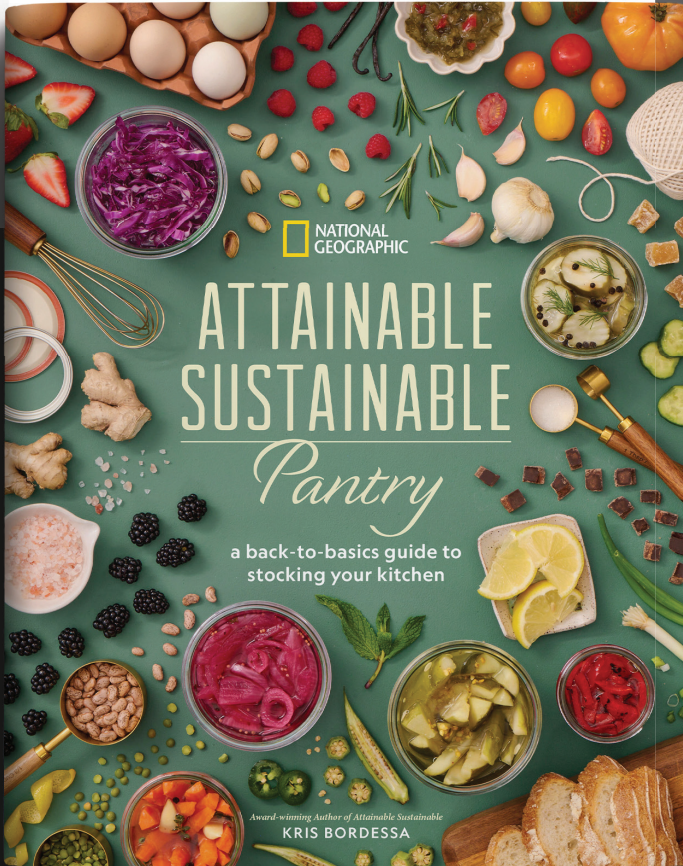
- *National Geographic* print and digital ads
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- Goodreads promotion and giveaway
- Earth Month promotion

TRADE/LIBRARY

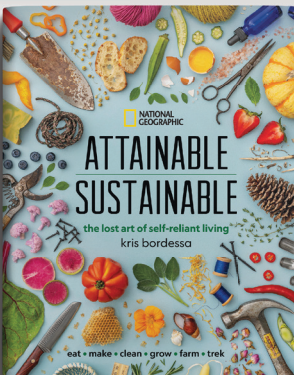
- Edelweiss promotion

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- Digital blad
- Social media assets



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