

ALMADEN BOOKS

All American Vegan

Veganism for the Rest of Us

Nathan & Jennifer Winograd

December 2011

Full of delicious recipes for American favorites (vegan hamburgers, pizza, omelets, BLTs, pancakes, Buffalo wings, Philly cheese steaks, sloppy joes, macaroni and cheese, donuts, hot-fudge sundaes, and of course apple pie), as well as shopping, cooking, and baking tips, menu planners, philosophy, trivia, and humorous observations regarding the increasingly popular but frequently misunderstood vegan lifestyle, All American Vegan has something for everyone. Get a taste of what you won't be missing.

- ISBN13: 978-0-9790743-3-2
- ISBN10: 0-9790743-3-9
- Category: Cooking Vegetarian
- BISAC 1: CKB086000
- Price: \$29.95 cl. [T]
- Size: 9 x 11
- Page count: 192 pages
- B&W Photo: 3

- B&W Illustrations: 5
- Color Photo: 7
- Color Illustrations: 151
- Other: 93 recipes

- Carton qty: tbd

• Author s: A vegan for over 20 years, Nathan is the national director of the No Kill Advocacy Center, a non-profit organization dedicated to ending the systematic killing of animals in U.S. shelters. This is his third book. Jennifer has been vegan and worked in the animal rights movement for over 20 years. She has written guides to vegan living and taught vegan cooking classes. This is her first book. The Winograds live in the San Francisco Bay Area.

- Illustrator(s): Kirk Waterman

• ISBNs and titles of author's previous books: Redemption 978-0979074318; Irreconcilable Differences 978-1449591137

Marketing:

- Multi-city book tour including San Francisco, Los Angeles, Chicago, Boston, New York, Philadelphia, and Washington, D.C.
- Companion website at allamericanvegan.com.
- Author is third most cited expert on animal issues in the U.S.
- Author has nationally recognized blog and appears weekly on a nationally syndicated radio program.
- Author has appeared in USA Today, Fox News, CNN, ABC, and other newspapers, radio, and television stations around the country.
- Author has taught vegan cooking classes around the country.
- Advertisements in major vegetarian publications such as Vegetarian Times and Veg News.
- Courtesy copies to influential bloggers.
- Postcard mailing to vegetarian groups across the country.
- Author is the director of a non-profit animal protection group with 40,000 members.
- Author has built in audience and travels across the country, averaging 400 people per booksigning.

Sales Handles:

- Providing recipes for traditional American favorites that have been veganized using ready-made foods, All American Vegan appeals to the American palate and modern way of cooking using convenience foods.
- Lighthearted, humorous approach to vegetarian/vegan cooking without being "preachy"
- Nearly 200 illustrations including adaptations of iconic American works of art.

Competition:

- The Conscious Cook by Tal Ronnen 978-0061874338
- The Veganist by Kathy Freston 978-1602861336
- Skinny Bitch by Rory Freedman 978-0762435418

Extra sales materials to support the book:

- Books, postcards, flyers, posters, press kit.