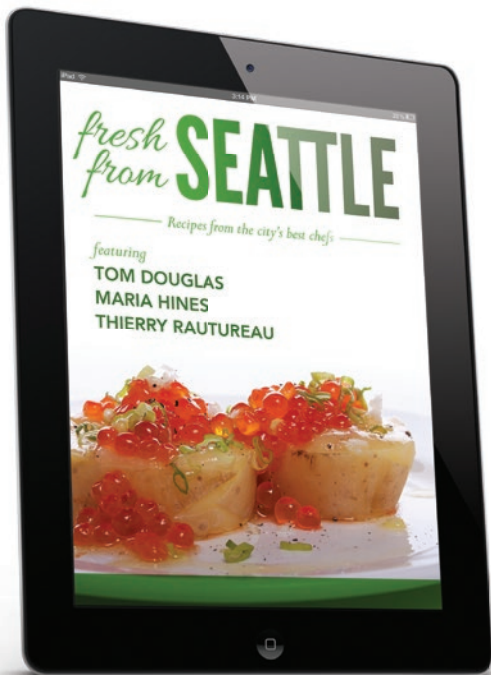


fresh from SEATTLE

— Recipes from the city's best chefs —



eCookbook Toolkit:

- 1 Copy and Image Library
- 2 Suggested Promotional
Tweets and Facebook Posts
- 3 8.5" x 11" Internal Flyer
- 4 11" x 17" Poster
- 5 Download Card

Suggested copy to describe the eCookbook

26 Pacific Northwest recipes. 12 amazing chefs. 1 free eCookbook.

Free *Fresh From Seattle* eBook, with 26 recipes from the city's best chefs.

Bring home the taste of the Pacific Northwest with *Fresh From Seattle*, a free eCookbook featuring 26 recipes from 12 of the city's most accomplished chefs, including celebrity chefs Tom Douglas, Maria Hines and Thierry Rautureau (Chef in the Hat™). Download it now at 2DaysInSeattle.com/eBook.

1. Book cover for 'Fresh from Seattle' featuring Tom Douglas, Maria Hines, and Thierry Rautureau.

2. A plate of Dungeness Crab Cakes.

3. Chef Thierry Rautureau, Executive Chef of Les and Louisa.

4. Screenshot of the Maria Hines Restaurants website.

5. A plate of ingredients for Dungeness Crab Cakes.

6. Screenshot of the 'Dungeness Crab Cakes' recipe page from the book.

or visit 2DaysInSeattle.com/eBooktoolkit

Suggested Promotional Tweets and Facebook Posts

SUGGESTED TWEETS

[Tweets with no image]

#2DaysInSeattle has a free eCookbook w/ 26 recipes from 12 of the city's best chefs! Get the iTunes link or pdf at 2DaysInSeattle.com/eBook

Get 26 free Pacific Northwest recipes from award-winning chefs. Download the free eCookbook "Fresh From Seattle" at 2DaysInSeattle.com/eBook

Anyone for salmon w/grilled shiitake relish or strawberry & red wine soup? Get the free eCookbook "Fresh From Seattle" <http://bit.ly/1f3lgOu>

Get the free eCookbook "Fresh From Seattle" w/recipes from celeb-chefs like Tom Douglas & Thierry Rautureau. 2DaysInSeattle.com/eBook

Want to cook like Tom Douglas & Thierry Rautureau? Download the free eCookbook "Fresh From Seattle" 2DaysInSeattle.com/eBook #2DaysInSeattle

12 amazing chefs put together 26 delicious Seattle recipes in the new free eCookbook "Fresh From Seattle" Get it here: 2DaysInSeattle.com/eBook

(For hotels with chefs featured in the eBook)

Our very own chef is one of 12 featured chefs in the new free eCookbook "Fresh From Seattle." Download it here: 2DaysInSeattle.com/eBook

[Tweets with an image from the eBook]

Here's a sneak peak at the new, free eCookbook "Fresh From Seattle" w/ 26 recipes from the city's best chefs [Image #1]

Now, this looks delicious. Check out one of 26 dishes in the free eCookbook "Fresh From Seattle" [Image #2]

Who's hungry? Here's one of many amazing dishes in the new, free eCookbook "Fresh From Seattle." [Image #6] Now we're hungry too.

Ever wonder how chefs like Tom Douglas do it? Well here's 1 of his recipes from the free eCookbook "Fresh From Seattle" [Image #6]

SUGGESTED FACEBOOK POSTS

Seattle is sharing its favorite recipes with the world. Get the new, free eCookbook "Fresh From Seattle" featuring 26 recipes from the city's best chefs, including Tom Douglas, Maria Hines and Thierry Rautureau (Chef in the Hat™). It's available through iTunes or as a pdf—just go to 2DaysInSeattle.com/eBook.

2 Days In Seattle has just launched a free eCookbook with 26 delicious Pacific Northwest recipes from 12 of the city's best chefs, such as Tom Douglas, Thierry Rautureau (Chef in the Hat™) and Maria Hines. You can get it for free at 2DaysInSeattle.com/eBook.

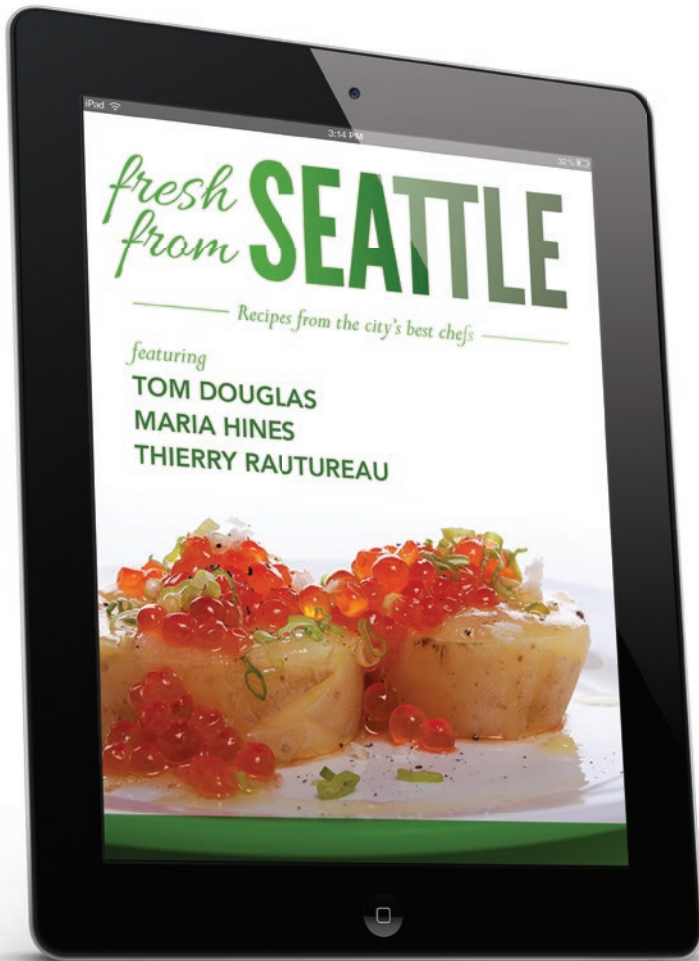
Anyone for salmon with grilled shiitake relish or strawberry and red wine soup? Then get the free eCookbook "Fresh From Seattle" featuring 26 recipes from 12 of the city's best chefs, including Tom Douglas himself. Get the iTunes or pdf version at 2DaysInSeattle.com/eBook.

Bring the taste of Seattle home! The new free eCookbook "Fresh From Seattle" has 26 Pacific Northwest recipes from 12 of the city's best chefs, such as Tom Douglas. The book includes dishes from their restaurants along with recipes created just for the eBook. Get it for free at 2DaysInSeattle.com/eBook.

Seattle brought together 12 of the best celebrity and hotel chefs to create a free recipe book featuring 26 delicious Pacific Northwest dishes. The 92-page eBook includes main courses, salads, sides, desserts and signature cocktails. And it also has interactive ingredients pages with helpful hints from the chefs themselves. Get it for free at 2DaysInSeattle.com/eBook.

Fresh From Seattle

A free eCookbook from the city's best chefs.



As part of the 2 Days In Seattle campaign, Visit Seattle has launched a free interactive eCookbook that highlights the great Seattle chefs and unique culinary scene of the Pacific Northwest.

The eCookbook is available in the Apple iTunes store and as a pdf file.

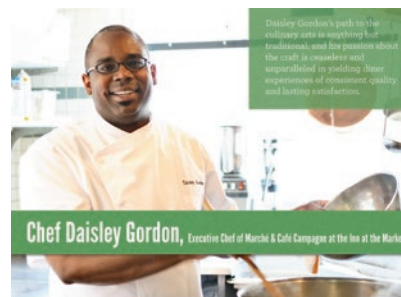
To create the **92-page** eCookbook, Seattle chefs contributed Pacific Northwest recipes from their award-winning restaurants as well as original recipes created just for the eBook.

Contents include:

- **26 delicious** Pacific Northwest recipes, from main courses to salads, desserts and signature cocktails.



Dungeness Crab Cakes



Chef Daisley Gordon, Executive Chef of Marche & Cafe Campagne at the Inn at the Market

- **12 contributing chefs**, including world-renowned celebrity chefs Tom Douglas, Maria Hines and Thierry Rautureau (Chef in the Hat™).

- Detailed chef bios from the chefs themselves.



Ingredients

- **12 interactive ingredient** photos with food history, cooking tips, storage suggestions and more.



- **Celebrity chefs'** favorite Seattle foodie destinations.

- Photos of some of Seattle's top restaurants.

- One-touch reservation links for restaurants.

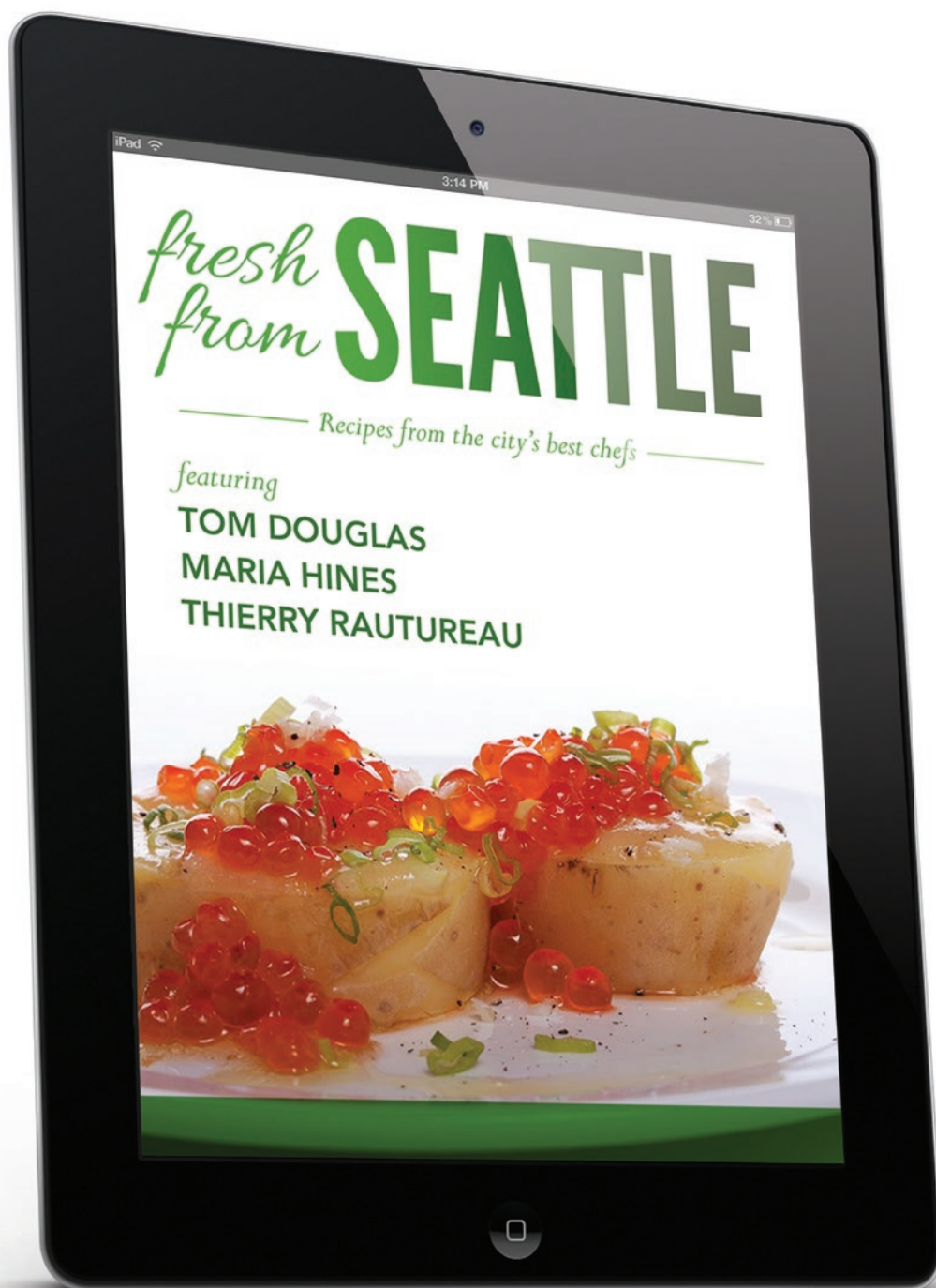
Go to 2DaysInSeattle.com/eBook for your free download.



26
PACIFIC NORTHWEST RECIPES

12
AMAZING CHEFS

1
FREE eBook

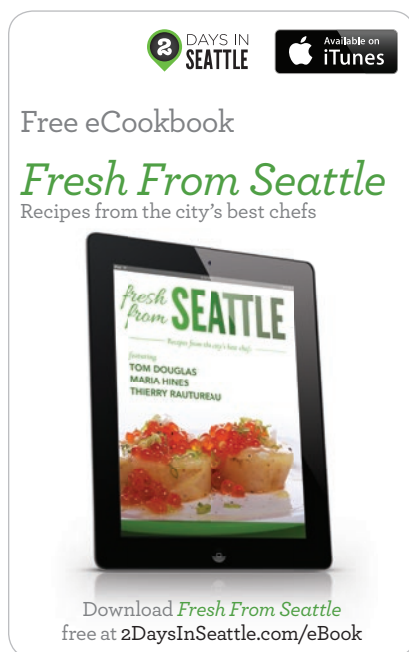


Go to 2DaysInSeattle.com/eBook for your free download.



Download Cards

Front



Back

