

START

YOUR PUBLISHING

JOURNEY

WE PUBLISH A VARIED RANGE OF BESPOKE TITLES WITH
TALENTED CHEFS AND HOME COOKS – IF YOU’VE GOT A GREAT
COOKBOOK IDEA, WE’D LOVE TO HEAR FROM YOU!



a: Meze Publishing Ltd. 1B Kelham Square, Kelham Riverside, Sheffield S3 8SD
w: www.mezepublishing.co.uk | e: info@mezepublishing.co.uk | t: 0114 275 7709

WHO ARE WE?

Meze Publishing Limited are award-winning specialists in designing and producing cookbooks, providing you with a creative and professional publishing service. We then promote, sell and distribute your book across the UK, Europe, North America and Australia.

Our processes are slightly different from most traditional publishing houses and we have **three** distinct models to suit all our authors.

SELF FUNDED

We charge an upfront fee to create your book. You'll work with our editors, photographers, designers and printers to produce the book you have always dreamed of, one that truly reflects your food and business. You take 80% of all the revenue we make between us and we take 20%. So not only can you expect to have a high-quality marketing and PR tool but, most importantly, you'll also have something that will make you a healthy profit.

50/50

We cost up the project from top to tail and split the costs with you equally and in turn, we share all profits equally too. As with the self funded books, we work in partnership with you to ensure you get the book you have dreamed of.

GREENLIGHT PROJECTS

Our Greenlight cookbooks are those that we fund on your behalf once we have presold enough copies to determine the initial print run. Our authors will promote the book via their social media and other marketing channels while we presell to our buyers in order to 'greenlight' the project. It's a simple process and all we need is an initial order of at least 500 copies to kickstart production.



Testimonial from Jon Watts, Watts Cooking

"I thought publishing a cook book would be super complicated, but Meze made it really simple and straight forward, guiding me through each step. The process was smooth without any hiccups. When I finally saw the finished book I was really impressed with how quality the book was, from the photos, to the design and even the quality of printing."

HOW DOES IT WORK?

No matter which model we use to finance your book, the process is broadly the same. The only key outlier is that in the Greenlight model, the initial marketing period needs to generate 500 sales to guarantee the book is completed.

STEP ONE – MARKETING

We help you create marketing assets, including a front cover, recipe spreads and retail information. This will involve a short photoshoot with one of our experienced food photographers, and a collaborative design process to put your cover and recipe spreads together. Once these assets are ready, we'll promote the book together for an initial period of pre-orders.

STEP TWO – GREENLIGHT!

Unique to our Greenlight Projects only. Once presales reach a minimum of 500 copies, we start production. At this stage, you'll receive 15% of the presales and then once the book is in print, you'll receive 15% of all sales on a quarterly basis.

STEP THREE – PRODUCTION

During production, you'll provide us with recipes and imagery – or work with one of our experienced food photographers – to create the book content. We will agree realistic deadlines for this, allowing you time to finish testing and writing up recipes as needed, and create a style guide to ensure the format is consistent. We will then edit and proofread your content for consistency and accuracy, offering creative input where needed, while making sure the style and tone stay true to your overall vision. We can also create or edit other editorial content for you as needed. If you're having a photoshoot, we will help you to plan this in advance. Generally, the shoot will take a week or two but will depend on how many and what style of recipes your book includes.

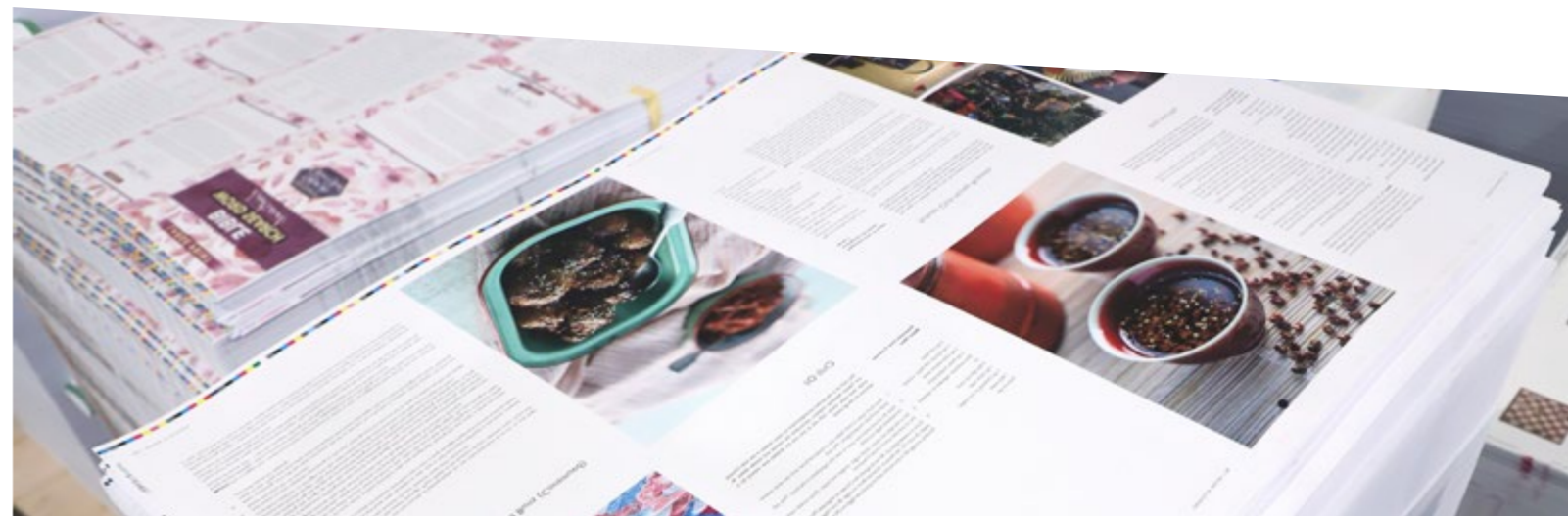


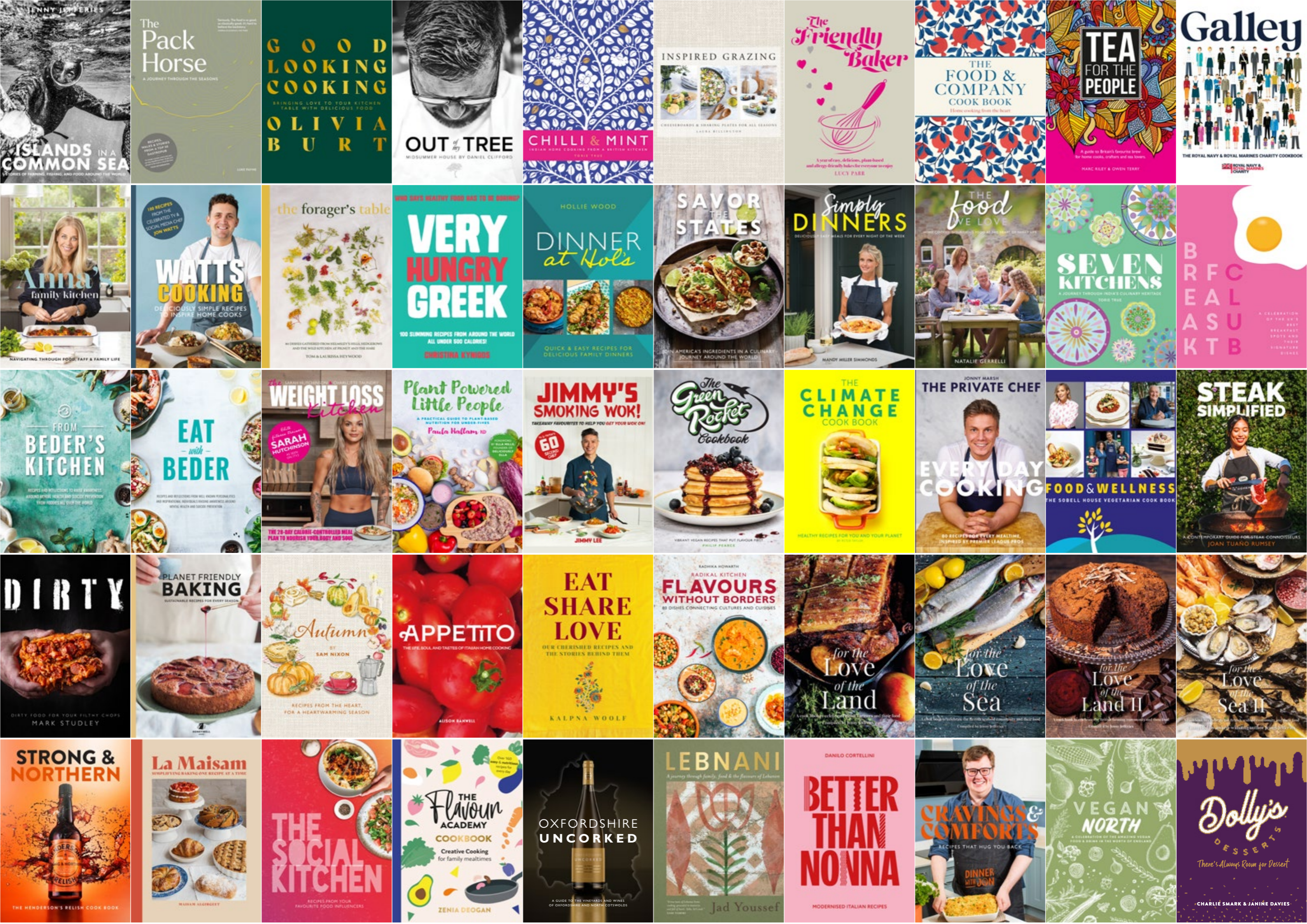
STEP FOUR – PRINTING

Once editorial and photography are complete, your book will be laid out according to the designs created for your initial marketing assets to produce a visually coherent and accessible end result. Once complete, the book will then be proofread by us and a final version will be approved by you before we send it to the printers and gear up for the publication date!

STEP FIVE – RETAIL

On the back of your pre-orders, we will work closely with you to follow a coherent strategy that combines your sphere of influence with our extensive network of contacts to continue selling the book through large distributors and independent businesses all over the UK and across the globe. We will also talk you through typical retail discounts, strategies for finding the best retail opportunities, how to use your sphere of influence and any other creative ideas. We have European, Australian and North American sales and distribution as part of our offer, so we will explain the discounts and profitability of selling overseas to ensure it works for your title. We also budget to promote your book through targeted digital and social media advertising.







MORE ABOUT MEZE

Meze Publishing is an award-winning specialist cook book publisher with well in excess of 150 books in our portfolio. We publish cook books for a range of chefs, restaurants, brands, influencers and home cooks as well as working with BBC Good Food.

Our titles include; Watts Cooking (Number 1 in Gastronomy on Amazon October 2023), Two-Michelin starred chef Daniel Clifford's Out of My Tree (won both Gourmand Award's for Best Book in the UK & the World), Eat Share Love, which was a finalist in the prestigious Andre Simon award, For The Love of the Land, which was a finalist in the Great British Food Awards, and the sister title, For the Love of the Sea, also won the Guild of Food Writers Awards 2022 Best Self Published book.

We also have well over 40 titles in our Get Stuck In series of regional cook books covering cities and regions across the country - many of these titles have been best-sellers in their regions.

In 2016 we were winners of the Independent Publishing Award for Best Newcomer.



For more information contact:

Emma@mezepublishing.co.uk | Phil@mezepublishing.co.uk | Nick@mezepublishing.co.uk
or visit our website at www.mezepublishing.co.uk or on Instagram @mezepublishing

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