



**A MIDWEST CONNECTIONS PICK  
for November!**

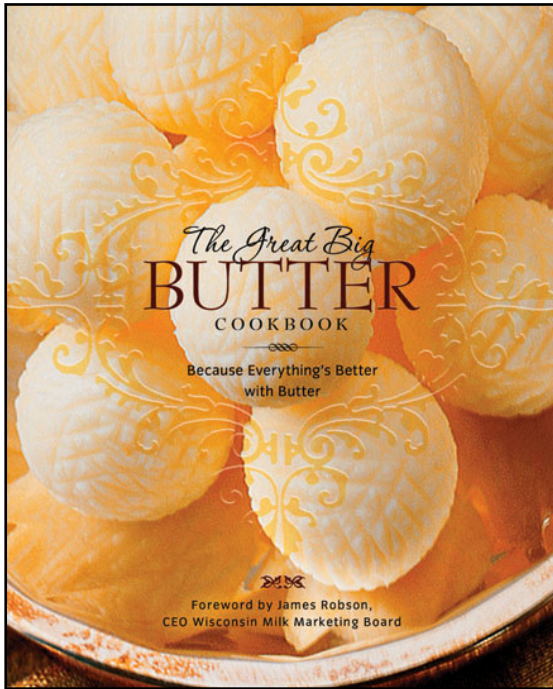
## **THE GREAT BIG BUTTER COOKBOOK**

**Foreword by James Robson, CEO  
Wisconsin Milk Marketing Board**

*“One look at the lush photographs and luscious recipes will have you tying on an apron and heading into the kitchen. **THE GREAT BIG BUTTER COOKBOOK** serves up helpings of butter history, usage, and trivia and whips it all together with tantalizing recipes ranging from rustic to gourmet.”*

*-- Bev Denor, LaDeDa books and beans, Manitowoc, WI*

**THE GREAT BIG BUTTER COOKBOOK** is being promoted by the Midwest Booksellers Association and Running Press / Perseus Books Group as a **MIDWEST CONNECTIONS PICK** starting in November 2007.



Nothing equals the flavor, texture, versatility, or culinary prowess of butter. This well-established gastronomic fact has even translated to everyday parlance: to say that something is “like butter” is to say that it is the ultimate, richest, most amazingly smooth thing imaginable. Unfortunately, in today’s hyper-health-conscious society, butter has gotten an unfair reputation and has frequently been replaced by (gasp!) unhealthy and equally caloric alternatives like margarine!

**THE GREAT BIG BUTTER COOKBOOK** sets the record straight. This no-holds-barred, encyclopedic take on butter includes more than 300 delicious, quintessential butter recipes along with everyday favorites that make the most out of butter’s performance and taste. There’s no doubt about it, nothing tastes like butter, performs like butter, or holds flavor better than butter. So instead of substituting quality for calories, why not use your butter wisely? From loads of reference and historical material to storage and usage tips to fun facts, this handy cookbook will convince even the staunchest of margarine devotees that everything is truly better with butter.

Please sample this tasty new cookbook as soon as you can. We know you’ll love it as much as we do! It quickly will become one of your hand-sell favorites for the holiday season - especially since it’s featured in the MBA Catalog, too!

Send your comments and reviews about **THE GREAT BIG BUTTER COOKBOOK** to us, too. We’re eager to share your endorsements with your fellow MBA booksellers and with your customers.

**THE GREAT BIG BUTTER COOKBOOK**, Foreword by James Robson

Cookbook / Hardcover, \$19.95

ISBN-13: 978-0-7624-3169-4

ISBN-10: 0-7624-3169-5

*Order from Running Press /  
Perseus Books Group or your  
preferred wholesaler*

**MIDWEST CONNECTIONS** marketing information on the next page...

# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

Featuring

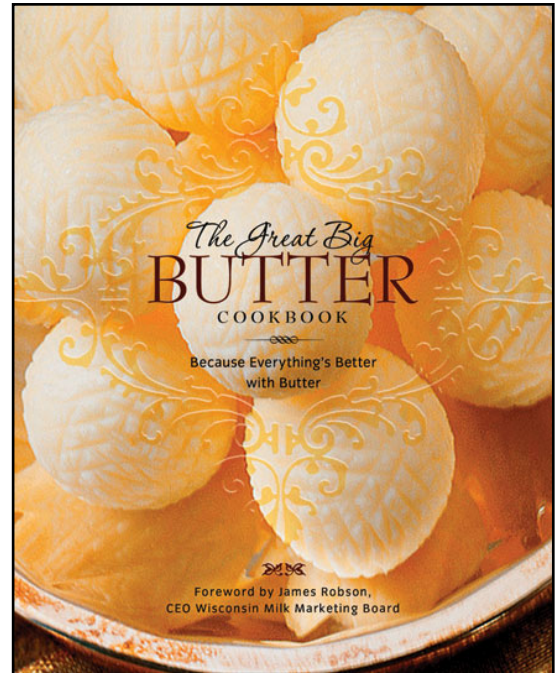
### **THE GREAT BIG BUTTER COOKBOOK**

Foreword by James Robson, CEO  
Wisconsin Milk Marketing Board

Running Press / Perseus Books Group

*Nothing tastes like butter, performs like butter,  
or holds flavor better than butter...*

*So why use anything else? (And when used wisely,  
it's a lot healthier than you think.)*



### **MIDWEST CONNECTIONS Marketing Plans for THE GREAT BIG BUTTER COOKBOOK**

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Featured in the new 2007 MBA Catalog
- Opportunities for authorless cooking demos and events in MBA bookstores
- All author events promoted on the MBA Bookstore Events website [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events)
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Sample copies of *THE GREAT BIG BUTTER COOKBOOK* available from Running Press and MBA.
- Sell sheet on the book available as a PDF file on the MBA website
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- FREE Midwest Connections Picks book stickers – request a roll from the MBA office
- Midwest Connections shelf-talkers, signs, and bookmarks to download and print for in-store displays – earn a display rebate, too

**Questions? Check the website or contact MBA!**

Go to the MBA website in the **Members Area** for more details: [www.midwestbooksellers.org](http://www.midwestbooksellers.org)  
Member login name ***mbamember*** and password ***shoplocally***. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:  
[UMBAoffice@aol.com](mailto:UMBAoffice@aol.com) or  
[susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)  
Phone 612-926-5868 or 800-784-7522

# Promote **THE GREAT BIG BUTTER COOKBOOK!**

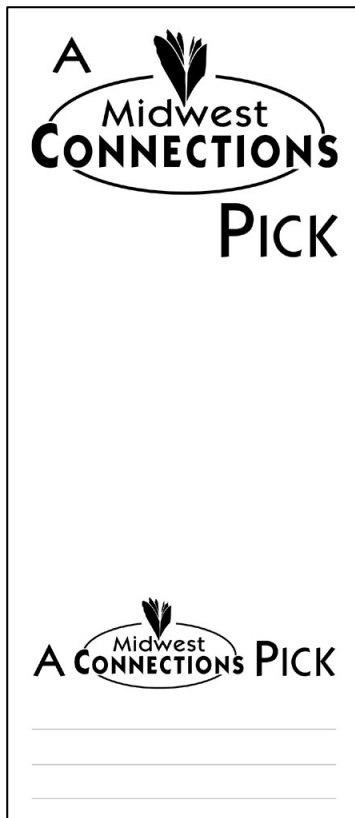
Your store can earn promotional rebates worth \$75 from MBA!

## HERE'S HOW -

In order to be eligible for rebates, your store must promote *THE GREAT BIG BUTTER COOKBOOK* in at least three ways between November 1, 2007, and February 29, 2008. The list of possible promotions is on the checklist on the rebate form - see the next page.

**YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES.** To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *THE GREAT BIG BUTTER COOKBOOK*. YOU ALSO MUST REPORT YOUR SALES OF *THE GREAT BIG BUTTER COOKBOOK* to MBA.

Use the checklist and rebate form on the next page to help verify your promotions. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by March 15, 2008.



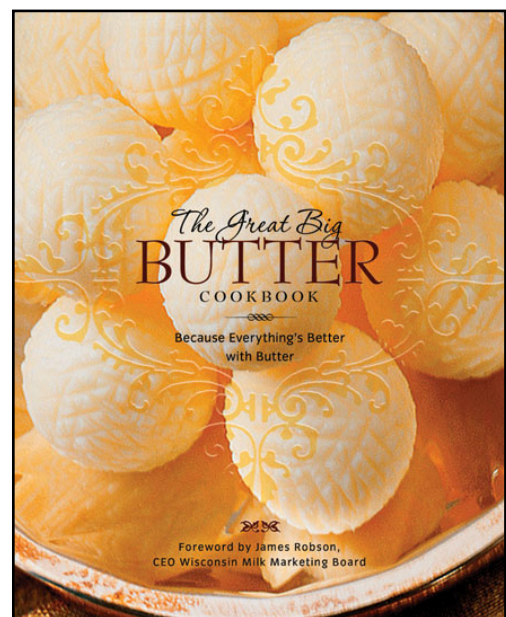
-- This shelf-talker, plus bookmarks and signs, are available as ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members Area MIDWEST CONNECTIONS page and click on THE GREAT BIG BUTTER COOKBOOK

-- Shelf-talker (left) - shown here at 70% of actual size

-- A B&W print ad to which you can add your own store info will be available soon as PDF files at the MBA website [www.midwestbooksellers.org](http://www.midwestbooksellers.org).

-- A JPG file of the book cover photo also is available. Go to the Members Area MIDWEST CONNECTIONS page and Click on THE GREAT BIG BUTTER COOKBOOK

***Featured in the new  
2007 MBA Catalog,  
too!***



# **THE GREAT BIG BUTTER COOKBOOK [Running Press / Perseus Books Group]**

## **Rebate Request Form**

**Deadline March 15, 2008**

In order to be eligible for rebates, your store must promote **THE GREAT BIG BUTTER COOKBOOK** in at least three of the following ways between November 1, 2007, and February 29, 2008. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.**

Use this checklist and rebate form to compile your documentation. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410 by **March 15, 2008.**

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

### **REQUIRED! Report your store's sales for November 1, 2007 through February 29, 2008.**

- \_\_\_ Display **THE GREAT BIG BUTTER COOKBOOK** on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- \_\_\_ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. **DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.**
- \_\_\_ Advertise this book in a local publication in your community using the print ad format available from The MBA website. **SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.**
- \_\_\_ Feature, review, and/or advertise **THE GREAT BIG BUTTER COOKBOOK** in your store's newsletter or E-newsletter, including a photo of the book cover. **SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.**
- \_\_\_ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. **PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.**
- \_\_\_ Review, discuss or advertise **THE GREAT BIG BUTTER COOKBOOK** on your local radio station. **DOCUMENT TO MBA.**
- \_\_\_ Host an event or informal stock signing at your store with author Ellie Mathews. **SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.**
- \_\_\_ Promote **THE GREAT BIG BUTTER COOKBOOK** to local reading groups or book clubs. **DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.**
- \_\_\_ Hand-sell this book in your store as a "staff pick" or recommended title. **DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."**
- \_\_\_ Send your bookseller recommendation or review of **THE GREAT BIG BUTTER COOKBOOK** to Susan Walker at MBA [UMBAoffice@aol.com]. **MBA will share your recommendation with the publisher.**
- \_\_\_ OTHER promotion of this title - **PLEASE DESCRIBE AND DOCUMENT TO MBA.**

**You ALSO can earn the following rebates from MBA. In all cases, you MUST provide appropriate documentation by March 15, 2008, in order to receive your store's rebates. REQUIRED! You MUST report your store's sales of **THE GREAT BIG BUTTER COOKBOOK** for the months of November 2007 through February 2008.**

- \_\_\_ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- \_\_\_ **\$25 rebate** for displaying **THE GREAT BIG BUTTER COOKBOOK** in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- \_\_\_ **\$25 rebate** for running a print ad on **THE GREAT BIG BUTTER COOKBOOK** in your local newspaper or similar publication, including a photo of the book cover.