



**FOR IMMEDIATE RELEASE**

Wednesday, 28th October, 2009

## **Experience the new photographic memoir: I Ate My Way Through Singapore & Vietnam**

**I Ate My Way Through** is a new independent publishing company launched to connect passionate online foodies with a hungry offline crowd.

Founded upon the entrepreneurial spirit of top Aussie food blogger, Jennifer Lam (of JENIUS – The spectacular culinary adventures of a Sydney Gen Y, [www.jenius.com.au](http://www.jenius.com.au)), **I Ate My Way Through** is on a mission to excite, delight, educate and inspire readers by bringing the world's most drool-worthy dishes to their tables. Food is all about appreciating and sharing, and what better way to do it than to marinade it all into a series of vivid photography books that is accessible to all!

**I Ate My Way Through's** books are designed and produced with a focus on combining beautifully illustrated designs with stunning high quality print materials -making them ideal gifts or must-have bedside or coffee table books.

Their business model reflects a new age in publishing where social networking and blogging is rife. With a dynamic interconnected network of talented editors, designers and quality print houses, combined with a group of passionate roaming writers and photographers with global knowledge and integrity; **I Ate My Way Through's** finished products are unique, innovative, and the very best.

**I Ate My Way Through's** first book: **I Ate My Way Through Singapore & Vietnam** is out now (RRP \$49.95) with 10% of net proceeds going to KOTO International, a not-for-profit restaurant and vocational training program that is changing the lives of street and disadvantaged youth in Vietnam.

**I Ate My Way Through** will be inviting guests to experience their new book: **I Ate My Way Through Singapore & Vietnam** at Global Gallery on Thursday 12th November; with a photography exhibition and a selection of authentic Vietnamese canapés from **Saigon Saigon** matched perfectly with **Aja** wines.

**Saigon Saigon** is a popular restaurant in Glebe, offering an authentic Vietnamese dining experience. In fact, their décor of paintings, wood carvings, hand-made lanterns and bamboo menu folders have all been sourced from Saigon, Vietnam; and most produce is even purchased personally by the Vietnamese restaurant owner's mother on a daily basis. They will help bring to life a real Vietnamese taste without guests having to hop on a plane. For more information about **Saigon Saigon**, visit [www.saigonsaigon.com.au](http://www.saigonsaigon.com.au).

**Aja** (pronounced Asia) and **Aja Blush** have been specifically blended to match Asian cuisine. **Aja** aims to achieve an upfront fruitiness which complements a wide variety of Asian flavours, from the more delicate, fragrant ingredients in Asian cuisine, to counterbalancing the heat of spicier dishes; plus it has a crisp finish which helps to cleanse the palate, and serves the Asian custom of sharing several very different flavoured dishes in the one meal. **Aja Blush** was created next for anyone who prefers red to white. A lower alcohol, lightly sparkling Moscato blush wine, **Aja Blush** is deliciously refreshing with just a hint of sweetness. For more information and stockists visit [www.ajawines.com.au](http://www.ajawines.com.au).

The **I Ate My Way Through** exhibition will be displayed at Global Gallery in Paddington, Sydney, for 1 week -starting Tuesday 10th November, 2009.

For further information about **I Ate My Way Through** books and stockists, visit [www.iatemywaythrough.com](http://www.iatemywaythrough.com).

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