



FOR IMMEDIATE RELEASE

Tuesday 17th November, 2009

The perfect addition to any foodie's bedside table: I Ate My Way Through Singapore & Vietnam

It has been a long tradition that foodies alike dose off to sleep with a culinary book in hand.

At 240mm x 200mm, **I Ate My Way Through Singapore & Vietnam**, is a huggable hardcover photographic memoir coffee-table style book that has been tested by many foodies including the book's author, Jennifer Lam (of top Australian food blog, JENIUS – The spectacular culinary adventures of a Sydney Gen Y, www.jenius.com.au). She has produced this book 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 marinate 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 delectable photographs and stunning high quality print materials –making them an ideal gift for foodies this Christmas.

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

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** (RRP \$49.95) is available for purchase online at www.iatemywaythrough.com or at selected delicatessens, cafés and independent book stores such as Ampersands Café and Bookstore in Paddington and Storm Imaging at Surry Hills; 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.

For further information about **I Ate My Way Through** books and stockists, visit www.iatemywaythrough.com.

For all media and distribution enquiries, interviews or images, please contact Jennifer Lam on 0413 907 414 or jennifer@iatemywaythrough.com.