



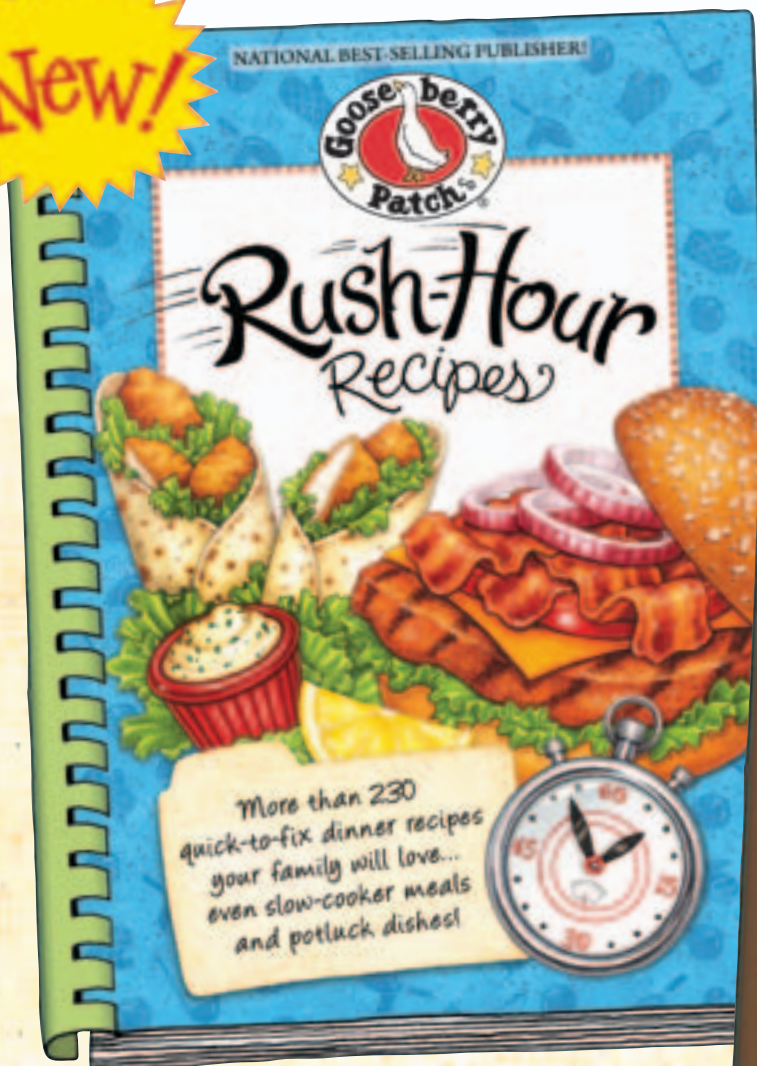
NEW
SIMPLIFIED
PRICING!

National Best-Selling Publisher

Wholesale *Collection*

Spring 2012

New!



More than 230
quick-to-fix dinner recipes
your family will love...
even slow-cooker meals
and potluck dishes!

New!



Recipes to make the most of everyone's favorite
fruits & veggies from apples to zucchini, and other
fresh-picked farmers' market treats.

Our homestyle collectible cookbooks will
bring YOUR customers back for more!



Dear Friend,

Welcome to a brand new season at **Gooseberry Patch**! Whether you've been with us since the beginning or are just discovering our cookbooks, **we sincerely appreciate your business.**

There's an exciting change that you may have noticed on the front cover. Now, **no matter whether you buy full or mixed cases, your cost will be 50% off SRP!**

This new simplified pricing structure **keeps more profits in your store** and allows you more freedom to try new titles and replenish your most popular books for less!

These days more than ever, your customers are looking for **value in their purchases.** They're also cooking more than ever at home and don't want to sacrifice taste for the sake of their budget. It's a big order to fill, but **our cookbooks deliver solutions.**

When your customers compare the price of a cookbook to the price of ONE meal in a restaurant, they'll see how our collectible cookbooks will **pay for themselves from the very first recipe.**

We know that these are challenging times for your customers AND for businesses like yours and **we understand that every purchase you make is a choice.** Thanks for choosing **Gooseberry Patch.** Before, during and after your order, we're working hard to make sure it's a profitable decision.

Thanks again,
Vickie & Jo Ann

P.S. From our **Send Us Your Receipts** contest and new **Store Spotlight** feature on our blog, we're always looking for new ways to make sure you sell through your stock. Drop us a note and let us know if you have a great idea!



Our old-fashioned promise to you!

We promise to deliver the products your customers want, when you need them, along with friendly, helpful and courteous customer service.

**24-Hr. Shipping • Low minimum quantities
No minimum dollar amount**

Phone orders/Customer Service

To place an order or ask questions about any of our items, call our friendly wholesale team 9am to 5pm EST, Monday through Friday, toll-free.

1-877-854-7400

Book Trade Contact

National Book Network

www.nbnbooks.com

Phone: 1-800-462-6420 8am to 5pm EST

Email: custserv@nbnbooks.com

Fax: 1-800-338-4550

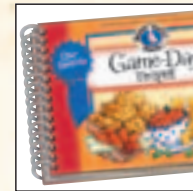
Canada, UK, Australia, New Zealand:
Phone: 416-534-1660 • Fax: 416-534-3699



Hardcover Cookbooks
pages 4-7



Cookbook Displays
pages 8-9, 12, 14-15



Our Favorite Recipes Collection
page 10-11



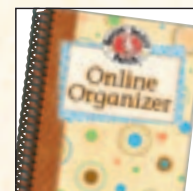
101 Photo Series
pages 12-13



Kids Cookbooks
page 13



Cookbooks for a Cause
page 14

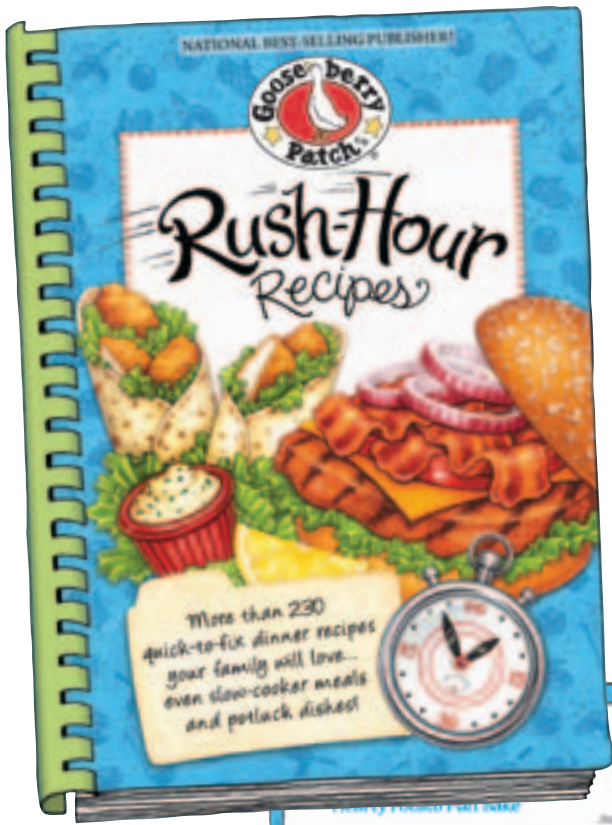


Organizers
page 14



Tiny Tips Collection
page 15

Our Collectible Cookbooks



Filled with homestyle recipes from the kitchens of folks just like your customers, our collectible cookbooks keep your customers coming back for more. They're a profitable addition to your store any time of year!

- Community-style recipes gathered from cooks across the country surrounded by original artwork on each page
- From busy moms to families on a budget, our recipes are selected with your customers' needs in mind
- Tips, hints and ideas on each page as well...everything from kitchen time-savers to easy decorating ideas
- Low retail price, low-minimum case packs and never a minimum purchase amount

Chapter themes to inspire every buyer!

Every recipe tells a story from the original cook!

Handy tips & ideas on each page, along with original illustrations!



Get the latest cookbook buzz and find out what your customers are saying about **Gooseberry Patch!**

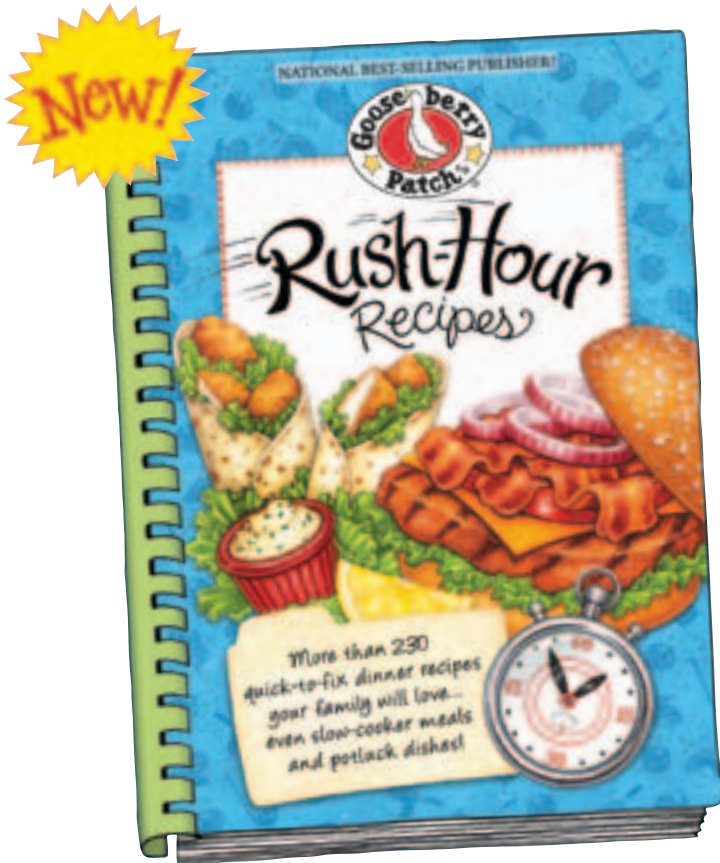
www.gooseberrypatch.com



email: wholesale@gooseberrypatch.com

Everyday Cookbook Collection

With plenty of year 'round appeal, these titles will sell in any season. Created with today's families in mind, the recipes are budget-friendly and each includes dishes that can be whipped up in a jiffy! Hardcover, 224 pages each. (9-1/4" x 6-1/2")



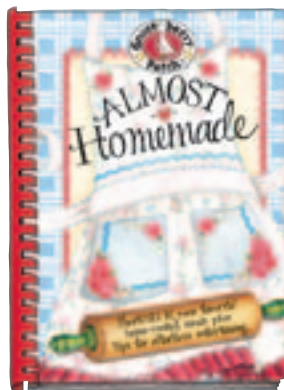
#M215P Rush-Hour Recipes
UPC: 820744830301



#M217P Fresh from the Farmstand
UPC: 820744830349



#M863P 5 Ingredients or Less!
UPC: 820744830196



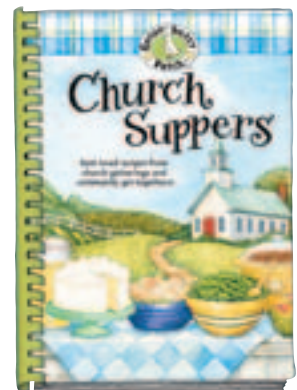
#M918P Almost Homemade
UPC: 820744830745



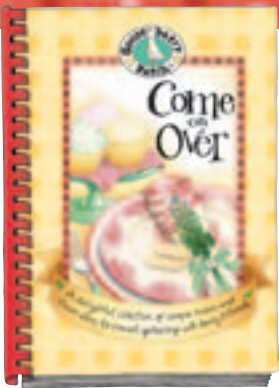
#M920P Best-Ever Casseroles
UPC: 820744830752



#M911P Best-Ever Cookies
UPC: 820744834354



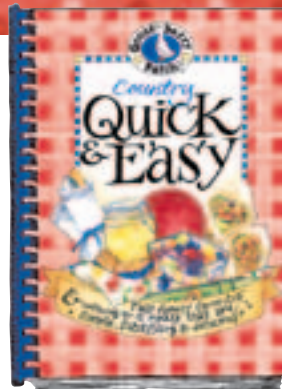
#M974P Church Suppers
UPC: 820744834408



#M891P Come on Over
UPC: 820744830417



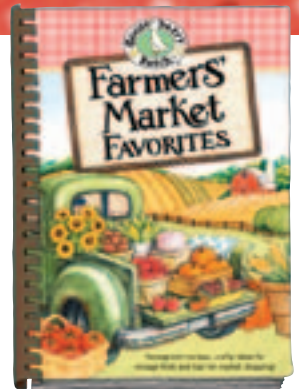
#M819P Comfort Foods
UPC: 820744834392



#M773P Country Quick
& Easy
UPC: 820744832817



#M568P Dinners on a Dime
UPC: 820744834880



#M557P Farmers' Market
Favorites
UPC: 820744834897



#M857P Farmhouse Kitchen
UPC: 820744834828



#M589P Fast-Fix Meals
UPC: 820744834200



#M864P From Grandma's
Kitchen
UPC: 820744830172



#M227P Homestyle in a
Hurry
UPC: 820744834033



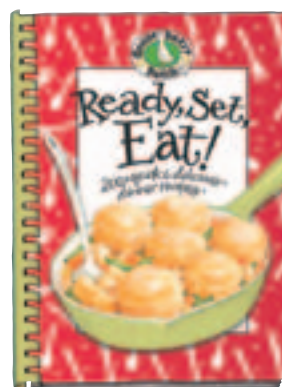
#M875P Mom's Favorite
Recipes
UPC: 820744830400



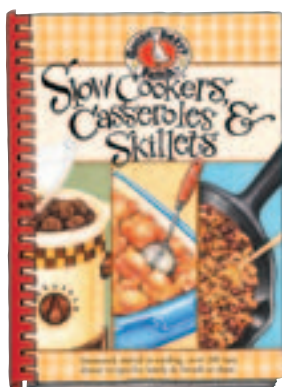
#M292P Mom's Very
Best Recipes
UPC: 820744834347



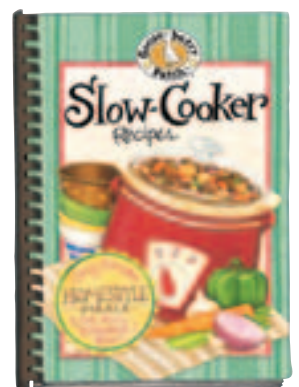
#M912P One-Pot Meals
UPC: 820744830547



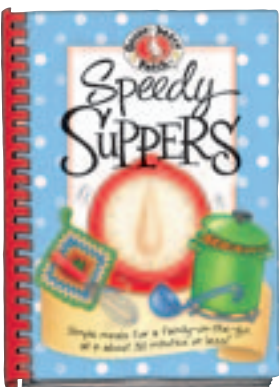
#M958P Ready, Set, Eat!
UPC: 820744834217



#M265P Slow Cookers,
Casseroles & Skillets
UPC: 820744834002



#M947P Slow-Cooker
Recipes
UPC: 820744830639



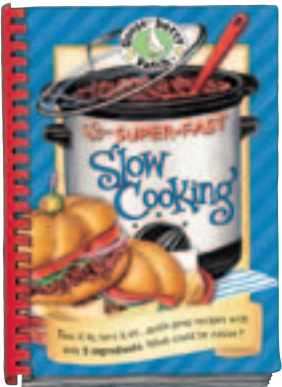
#M954P Speedy Suppers
UPC: 820744830769



#M561P Summer in the
Country
UPC: 820744834682



#M233P Sunday Dinner
at Grandma's
UPC: 820744834040



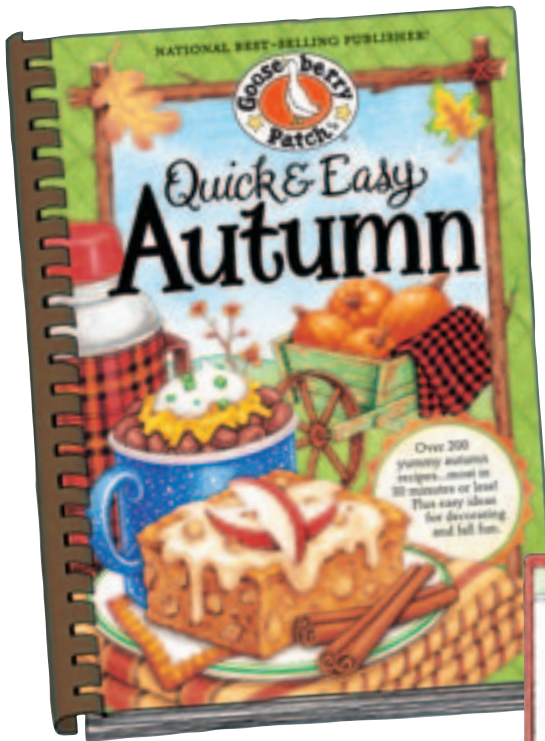
#M824P Super-Fast Slow
Cooking
UPC: 820744834552



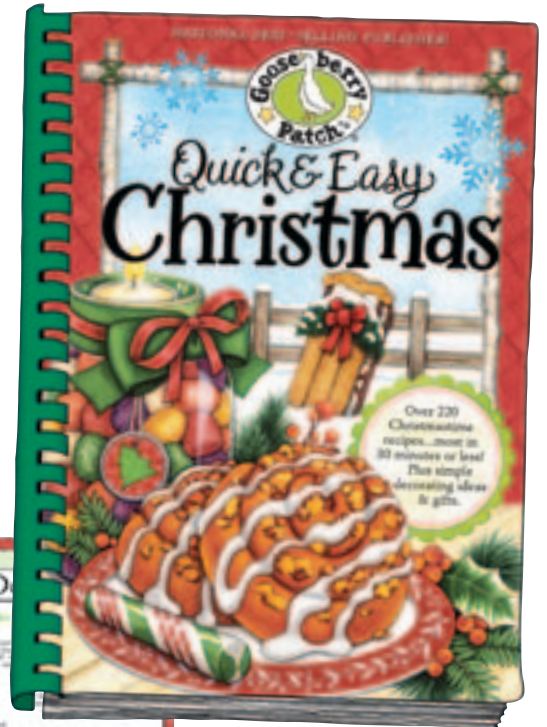
#M852P Sweet & Simple
UPC: 820744832961

Seasonal Cookbook Collection

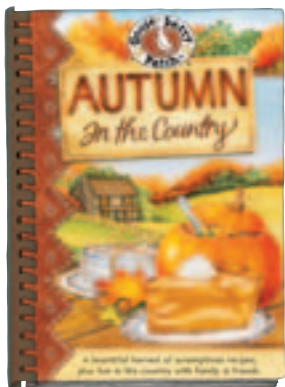
Perfect for giving, our Autumn and Christmas cookbooks are always best-sellers. Celebrating the little things that make each season special, they also include memories & crafts. Hardcover, 224 pages each. (9-1/4" x 6-1/2")



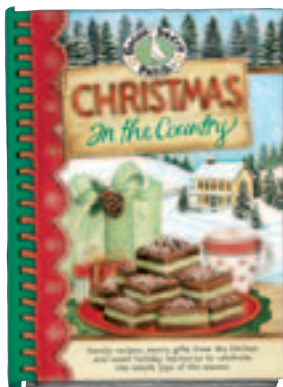
#M212P Quick & Easy Autumn
UPC: 820744834361



#M213P Quick & Easy Christmas
UPC: 820744834811



#M961P Autumn in the Country
UPC: 820744834224



#M970P Christmas in the Country
UPC: 820744834231



#M845P Autumn with Family & Friends
UPC: 820744834835



#M792P Christmas with Family & Friends
UPC: 820744834767



#M784P Harvest Kitchen
UPC: 820744834538



#M723P Christmas Kitchen
UPC: 820744834545



#M955P Homemade Christmas
UPC: 820744834026



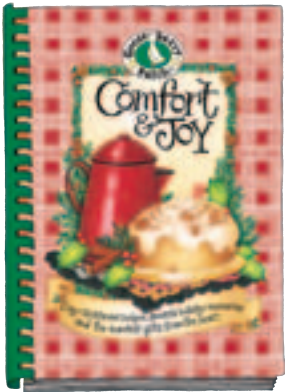
#M797P Homemade Harvest
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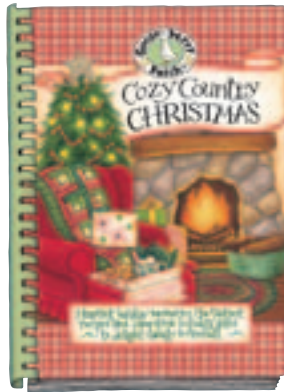
#M836P Christmas Cookie Jar
UPC: 820744834590



#M913P Christmas Cookies
UPC: 820744830554



#M895P Comfort & Joy
UPC: 820744830431



#M930P Cozy Country Christmas
UPC: 820744830899



#M535P Farmhouse Christmas
UPC: 820744832343



#M868P More Gifts for Giving
UPC: 820744830134



#M902P Taste of Autumn
UPC: 820744830509



What better way to sell a cookbook than to make one of the recipes? This one from *Quick & Easy Autumn* is an open-house favorite any time of year! ▶

Chili-Lime Pecans

Sharon Jones
Oklahoma City, OK

- | | |
|-----------------|-----------------------|
| 2 T. lime juice | 1 t. chili powder |
| 1 T. olive oil | 1/2 t. cayenne pepper |
| 1 t. paprika | 3 c. pecan halves |
| 1 t. sea salt | |

In a bowl, stir together all ingredients except pecans. Add pecans and toss to coat well. Spread pecans in an aluminum foil-lined, lightly greased 15"x10" jelly-roll pan. Bake at 350 degrees for 12 to 14 minutes, until pecans are toasted and dry, stirring occasionally. Cool completely; store in an airtight container. Makes 3 cups.



"We recently celebrated our 10th anniversary of our 1st store opening back in 2001. This past week we opened our 6th store and when I look back at the brands that are still with us, Gooseberry Patch is right at the top! This year we added a 2nd spinner rack to our everyday presentation with a 3rd for Fall and Christmas. What is so unique about Gooseberry Patch is that it's a functional collectible at a great price!

In this economy, what more can you ask for?"

*Howard Katcher, President
The Old Farmer's Almanac General Store*

email: wholesale@gooseberrypatch.com