



## **Retail Trade Magazine Ranks Ohio Cookbook Publisher Number One & Two in National Retail Charts**

### *FOR IMMEDIATE RELEASE*

*Columbus, Ohio (Feb 07, 2011)* – GiftBeat, a monthly publication that follows trends in the gift industry, has recently ranked cookbook publisher Gooseberry Patch in two National Charts. Ohio-based Gooseberry Patch took the coveted top spot in the Kitchen-Related retail category, and tied for the number two spot in the Gift Books category.

GiftBeat's National Charts are a great source to retailers about what lines are selling well, are profitable, and are the best in their categories. The editorial team at GiftBeat researches and collects feedback from retailers across the country to develop the charts.

Founded in 1984, Gooseberry Patch is one of the most consistently successful independent cookbook publishers in the United States and Canada. With more than 150 titles and 8.5 million copies in print, plus a new collection of e-Books, Gooseberry Patch has grown from a kitchen-table operation to a nationally recognized best-selling publisher. Affordably priced at under \$17, the books are themed with today's time-strapped, budget-conscious families in mind. Many recipes include personal stories from readers, giving the cookbooks a warm community feel that is beloved by the company's passionate following of loyal fans, as evidenced by the following social media numbers:

- More than 371,000 e-mail opt-in newsletter subscribers
- More than 220,000 unique visitors to the Gooseberry Patch blog
- More than 58,000 Facebook fans
- More than 104,000 views on our YouTube channel

Books from Gooseberry Patch can be found in over 4,000 retail outlets in the U.S. and Canada, plus on Amazon.com and <http://www.gooseberrypatch.com>. New releases for spring 2011 include ***Mom's Very Best Recipes: 250 Tried & True Favorites from Mom's Recipe Box*** (March 16, 2011), and ***Best-Ever Cookies: Cookies 'Round the Calendar...Yummy, Easy-to-Make Favorites for All Occasions!*** (March 16, 2011).

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