

HELLO!
LIFESTYLE SERIES
HAUTE
C U I S I N E

BRAND EXTENSION
BOOKAZINE
HELLO!



**HELLO! LAUNCHES ANOTHER IN
THE LIFESTYLE SERIES FOR GOURMETS**

HELLO! HAUTE CUISINE

SETTING THE SCENE:

New from the **HELLO!** Lifestyle Series, *HAUTE CUISINE* is an exciting new food and celebrity entertaining bookazine, which is sure to inspire the ever-increasing number of home chefs and party hosts. *HAUTE CUISINE* will offer readers an accessible guide to creating and achieving aspirational cuisine, show how to create the perfect entertaining environment and offer an insight into the secrets of some of the UK's top chefs and celebrities synonymous with entertaining.



THE SETTING:

- High-end and inspirational yet accessible and achievable
- Celebrity-focused with exclusive access to prominent chefs and celebrities who love to entertain
- Offering tasters of the year's key celebrity chef's books
- The perfect accompaniment for any foodie and at-home entertainer
- Seasonal and stylish

THE INGREDIENTS:

HAUTE CUISINE will feature a wide range of delicious and stylish editorial content including:

- Exclusive range of interviews, photo shoots and recipes from celebrity chefs (including Marco Pierre White and James Martin)
- Dinner party tips and ideas on table style
 - Recipes from award-winning restaurateurs from around the globe
 - Step-by-step master classes with a roundup of the best cookery schools
 - Gourmet gift ideas



THE SERVING:

- 164 pages
- Perfect bound
- 100,000 print run
- On sale in October for eight weeks
- Available at WH Smith, Sainsbury's, Tesco, Waitrose, M&S, high-end independents and specialist retailers, and through **HELLO!**
- Priced at £5.99



How did the idea of creating a new stand-alone publication come about?

HELLO! is synonymous with glamour, aspiration and indulgence providing access to a rich mix of celebrity and lifestyle content. Following two successful fashion bookazines in 2008 (Ready-to-Wear and Couture) we have decided to create another brand extension, **HAUTE CUISINE**. This exciting development builds on the success of **HELLO!**'s well-received cookery section and its seasonal food specials. Our readers are food and drink fanatics and **HELLO!** knows how to entertain and put on a good party. **HAUTE CUISINE** bridges the gap in the market as an easy-to-reach guide to food, drink and entertaining for the winter season.

What are the main objectives of HAUTE CUISINE?

HELLO! is fortunate to have exclusive access to the UK's top chefs and celebrity cooks, as well as an extremely popular weekly cookery section, therefore it makes sense to offer consumers a stand-alone product offering this in one place and on a much bigger scale. **HAUTE CUISINE** will offer substantial celebrity chef content, a wide range of recipes and a general guide to entertaining in the home (from beverage choices to table decorations) – all in a perfect-bound 'handbook'.

"The first of its kind for **HELLO!**, **HAUTE CUISINE** is an exciting concept and the line-up of chefs to be featured – both home grown and international – gives a true taste of entertaining in style. From exclusive interviews with top name chefs to seasonal and celebratory dishes to take you through the winter season, **HAUTE CUISINE** will be the season's essential reading, a unique blend of recipes to tempt both the confident cook and novice enthusiast for entertaining at home as well as an insight into the lives of some of the top names in the world of food."

Sarah Hamilton-Walker, Editor, **HAUTE CUISINE**



THE SIDE DISH:

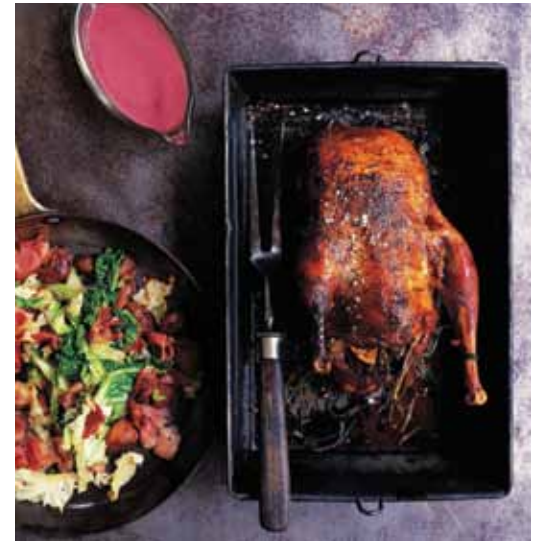
There will be an iPhone/iPad application offering:

- An interactive digital version of **HAUTE CUISINE**
- Embedded content, such as extra celebrity chef videos
- Transactional features

HELLO!

LIFESTYLE SERIES

SOME MOUTHWATERING REASONS TO MAKE *HAUTE CUISINE* THE ESSENTIAL INGREDIENT OF YOUR WINTER CAMPAIGN



HELLO! readers enjoy food & entertaining...

- 72% of **HELLO!**'s female readers say they 'enjoy entertaining people at home', compared to 59% of all UK women
- 71% of **HELLO!** readers are the main shopper in the household
- **HELLO!**'s readers spend £139 million on food every week – more than all the women's glossy monthlies, £14m more than Good Housekeeping readers and £15m more than Telegraph Magazine readers
- 70% of **HELLO!** readers like to try new recipes
- 1.2 million readers of **HELLO!** like to entertain people at home

Source: TGI Oct 08 – Sep 09 and NRS Jul – Dec 09

For bespoke advertising solutions in *HAUTE CUISINE*, please contact **HELLO!**'s Associate Publisher, Ben Davey on **020-7667 8746** or at bdavey@hellomagazine.com

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