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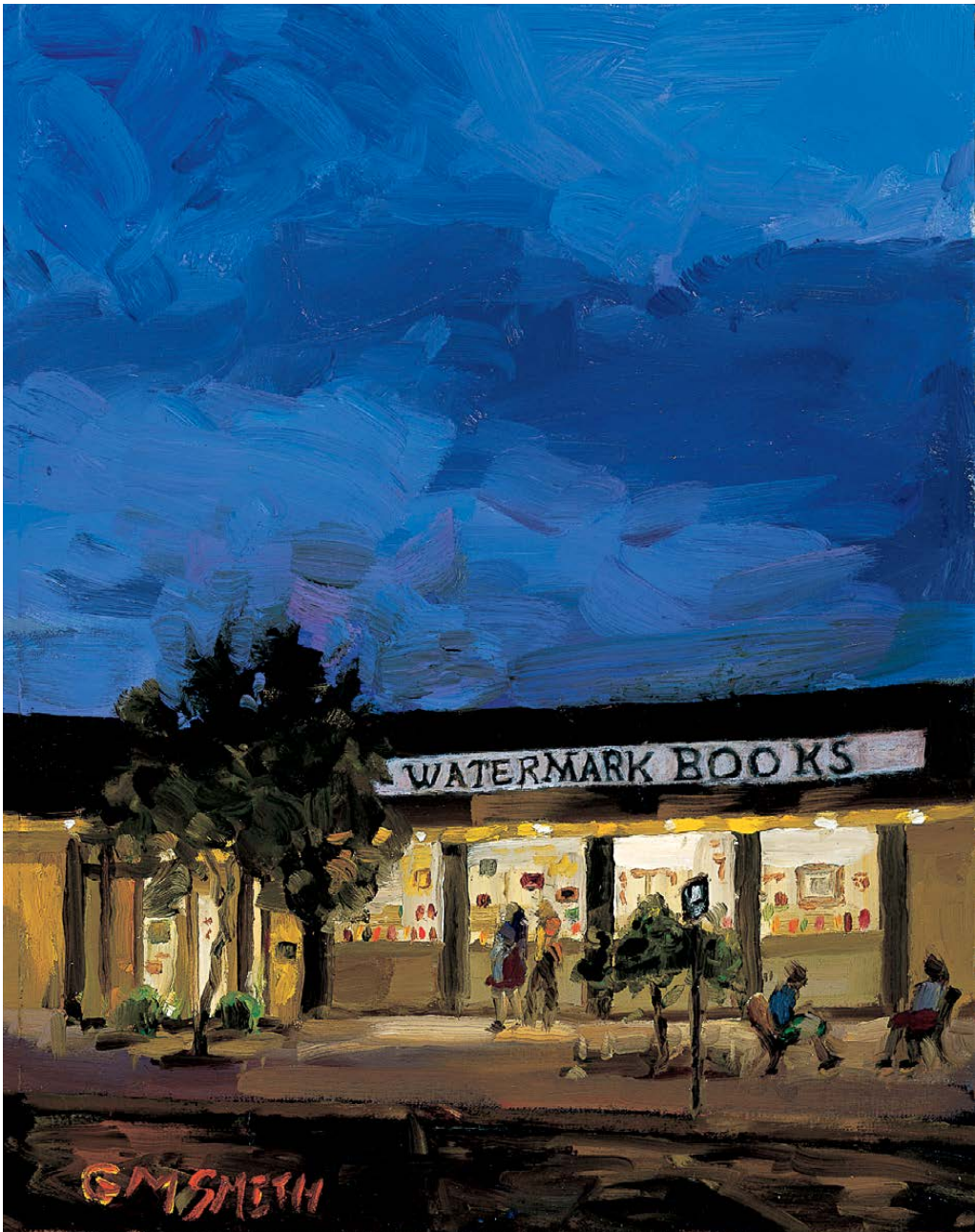
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But first, we want to let you know that our inaugural year as a B-Corp is going well and we continue to make improvements and strive to be the best corporate citizens we can be. As you know, we are an entirely employee-owned, majority female-owned, mission-driven company who believes in our people, our communities, and our customers.

All of this enables us to bring you amazing new books and gift items. Beginning with this catalog letter, we'll be highlighting a different area of our publishing program each season, starting with Cookbooks!

What is Gibbs Smith's publishing philosophy for cookbooks? It all stems from the company's overarching publishing philosophy of "To Enrich & Inspire Humankind." We aim to produce beautiful cookbooks that run the gamut from aspirational to achievable. We also wish to preserve and celebrate different cultures and cuisines, as well as provide the home cook with real, truly helpful cookbooks. Spring 2024 has some of each of these (sometimes all three in the same book).

In the beautiful and aspirational category is *Wild Sugar* (page 13) with breathtakingly stunning desserts from cookies to cakes. All the recipes are clearly created by an artist but with suggestions and tips for making them achievable for the home cook.

The Heirloomed Kitchen (page 10) is not just a physical beauty but seeks to build connections through the foods families have loved for generations, thus fulfilling the goals of both cultural preservation and beauty.

To quote a trade journal editor when she first saw the cover of *Mushroom Gastronomy* (page 12), "Ooooooooooooo" Beautifully designed for the home cook, this mushroom cookbook highlights the mushrooms themselves, presenting everything you need to know about each of 25 mushrooms with recipes that highlight the culinary characteristics of each including sourcing information.

French from the Market (page 11) presents recipes and ideas reflective of how French people actually eat at home—buying daily and preparing simple, delicious meals for their families. It is a celebration of French culture in a beautiful package.

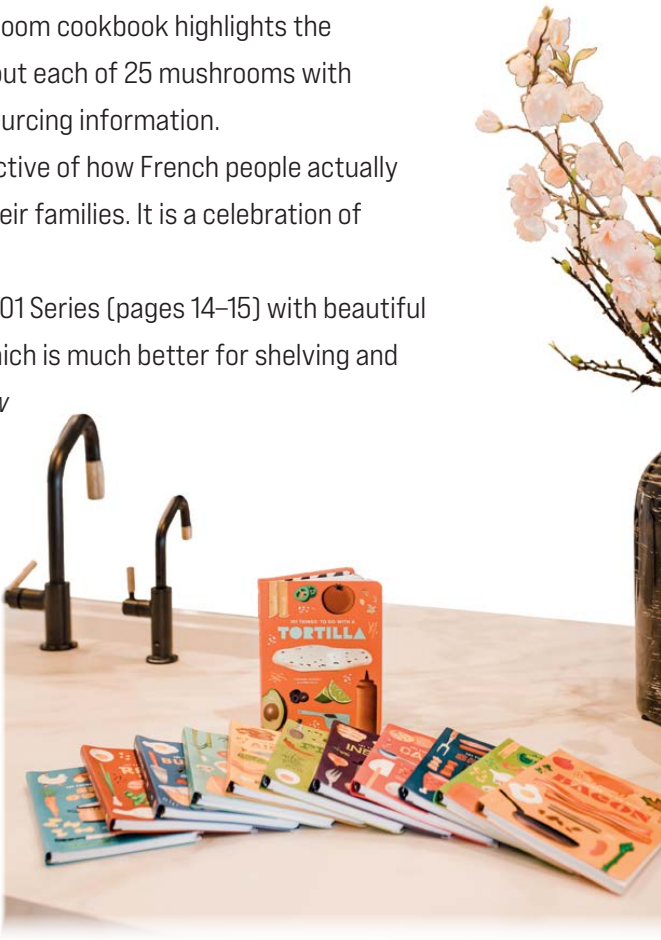
Spring 2024 also features the continuation of the relaunch of our 101 Series (pages 14–15) with beautiful new cover designs and a useful internal spiral with a spine format (which is much better for shelving and merchandising). This season features *101 Things to Do with a BBQ, new edition* and *101 Things to Do with a Dutch Oven, new edition*.

This idea of running the gamut from aspirational to achievable is not unique to our cooking list, so we'll highlight another list next season.

Thank you for your time and efforts on behalf of Gibbs Smith, our books and gifts, and our authors and contributors.

All best,

The Employee Owners of Gibbs Smith Publishing



 TO ENRICH & INSPIRE HUMANKIND

