

Sensational Stevia Desserts

By Lisa Jobs, BA, MJ

Foreword by Andrew P. Mandell, Executive Director,
Defeat Diabetes Foundation

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Description: *Sensational Stevia Desserts (SSD)* offers 82 fantastic low-carb treats to help consumers take sugar and artificial sweeteners out of dessert preparation forever by using stevia, a healthy alternative. *SSD* is the only stevia cookbook to offer the following: exclusively dessert recipes; an 8-page, full-color insert; full nutrition information; measurements for multiple stevia brands; nutritional comparisons of recipes made with sugar; variations to recipes; editorial comments and tips with most recipes. Author and former stevia business owner Lisa Jobs has perfected these recipes and stresses using more natural, healthy ingredients, greatly reducing sugar intake and thus carbohydrate intake, especially when compared to traditional recipes.

Marketing

Positioning Statement: Finally, the stevia cookbook with the desserts you crave is here!

- National, regional, local and online programs with publicist Kate Bandos of KSB Promotions
- Mass Mailings, both regular mail and email, to key customer target lists announcing *SSD*
- Book displays/catalog insertions/literature distributed at various trade shows nationwide
- Book signings and other author engagements are being developed for the fourth quarter
- Various promotional tie-ins with Defeat Diabetes® Foundation and Mr. Diabetes® walking tour to raise money and educate people about diabetes and its prevention.

Audience

Low-Carb Dieters • All Health and Fitness Conscious Consumers • Diabetic Community
including Parents of Children with Diabetes • Health Food Stores

Endorsements

Fred Pescatore, MD, MPH, CCN, Author of the best selling, *The Hamptons Diet*

Dr. Mark A. Stengler, N.D., Co-Author, *Prescription for Natural Cures*

David Richard, Author, *Stevia Rebaudiana: Nature's Sweet Secret*

Marilyn Henley, Author, *Cooking on the Hook*

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120 pages • 8" x 8" • 8-Page Full-Color Photo Insert • Line Illustrations
Full Nutrition Profiles • Trade paperback original • Carton Quantity: 25
Available through Baker & Taylor, Nutri-Books and Quality Books, Inc.