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BISAC 1: Cooking - Vegetarian
BISAC 2: Cooking - Vegan
BISAC 3: Cooking - Health & Healing - General
Page Count: 320 **Trim Size:** 7-1/2 x 9-1/8
Carton Count: 24

Publicity and Marketing

- Pitch national/international media where author has appeared prior – book focused
- Pitch national/international print and digital magazines and newspapers
- Pitch nutrition blogs and online sites
- Pitch podcasts/radio
- Local/National/International Events
- Robust Preorder Campaigns using author's platform and media connections
- Giveaways and ancillary content preorder/release
- Social Promotions on IG & Twitter
- Paid Promotion on social and retailer pages
- Cross-promotion with affiliated brands: Beyond Meat, Nurishh, Quorn

Less Meat, More Plants

Subtitle: 100+ Sustainable Recipes to Nourish Your Body and Protect Our Planet
Randles, Annabelle



TARGET CONSUMER:

- Readers of Jessica Seinfeld's *Vegan at Times*, Jenny Rosentrac's *The Weekday Vegetarians*, and Charlotte Martin's *The Plant-Forward Solution*
- Individuals (primarily adult women) who are interested in improving their health through changes to their eating habits
- Those looking to cut back on or eliminate meat and other animal products from their diets, including those who are part-time plant-based, flexitarians, pescatarians, vegetarians, and vegans
- Those who have tried (and failed) to adhere to strict vegetarian and vegan diets
- Environmentally conscious individuals and/or animal welfare advocates looking to do their part by reducing their meat intake

Learn not just the how but the why adopting a plant-forward diet can result in monumental benefits for our environment!

With over 100 mouthwatering, plant-forward recipes *Less Meat, More Plants* will have you feeling good from the inside out while also contributing to the health of our planet.

In her new book, *Less Meat, More Plants*, carnivore turned flexitarian Annabelle Randles delivers a pragmatic and gentle approach to getting more veggies on your plate without having to give up meat altogether. With delicious recipes and a light tone, she guides you along the path to sustainable change, one meal at a time.

Whether you want to take a slow approach to adopting a plant-based diet, dabble a bit, or add more options to your recipe box, Annabelle has you covered with everything from easy meatless Monday dinners to full vegan-friendly meals.

Annabelle offers options for flexitarians, climatarians, pescatarians, vegetarians, and those simply looking to cut back a bit on meat and other animal foods. Those already following a vegan diet will find new ideas and inspiration for mealtime without sacrificing taste, texture, or satisfaction. Annabelle also shows you how to accommodate both meat-eaters and non-meat-eaters with adaptable recipes that can provide two meat servings and two vegetarian/vegan portions, saving you time and money.

Annabelle shares her best-kept cooking secrets and uses familiar and accessible ingredients to help you take those first steps toward eating a plant-based diet. If you are looking to add healthier options to your plate, do your part for the environment, or just experiment with a new approach to eating, this book's fresh take and foolproof recipe selections will have you on the road to success in no time.

***Less Meat, More Plants* comes complete with:**

- More than 100 easy recipes, each with a full-color photo
- Tips to adopt a more ethical and sustainable lifestyle
- Clever ways to reduce the amount of meat in a dish and replace it with equally satisfying plant foods
- Suggestions for customizing recipes to accommodate a variety of dietary needs
- Plant-heavy recipes drawing inspiration from around the globe, including Spanish-Style Sheet Pan Chicken, Mediterranean Orzo Salad, BBQ Cauliflower Wraps, Tomato & Tapenade Tart, and Teriyaki Tempeh Bowls.
- A section detailing how downsizing your meat intake will impact our planet

For beginners and seasoned cooks alike, *Less Meat, More Plants* demystifies plant-forward cooking and gives you everything you need to live a healthier, greener lifestyle!

READERS OF Jessica Seinfeld's *Vegan at Times*, Jenny Rosentrac's *The Weekday Vegetarians*, Charlotte Martin's *The Plant-Forward Solution*, Liren Baker's *Meat to the Side* and Bailey Rhatigan's *More Plants on Your Plate* will enjoy 100+ new and unique plant-forward/flexitarian recipes.

Less Meat, More Plants

Randles, Annabelle

Comp Titles by Other Authors	ISBN	OS	Publisher	Price US/Can.	In Gross	LTD Gross	LTD Net	Return %	ROM (12m)	LTD POS
Vegan, at Times/Seinfeld, Jessica/HC	9781982149574	11/21	Simon & Schuster/Gallery Books	\$29.99/\$39.99						76.5k
The Weekday Vegetarians/Jenny Rosenstrach/HC	9780593138748	08/21	PRH US/Potter/Ten Speed/Harmony	\$32.50/\$42.50						53.3k
The Plant-Forward Solution/Martin, Charlotte/TR	9781628604344	11/21	Victory Belt Publishing	\$35.95/\$45.95		807	291	64%	56	3.4k
Love and Lemons Every Day/Jeanine Donofrio/HC	9780735219847	04/19	PRH US/Penguin Adult Orange	\$35.00 US						66.5k
Orchids & Sweet Tea/Graham-White, Shanik.../TR	9781628604412	10/21	Victory Belt Publishing	\$35.95/\$44.95		468	351	25%	36	953
More Plants on Your Plate/Rhatigan, Bailey/TR	9781628604436	01/22	Fremont Press	\$18.95/\$23.95	1.6k	2.7k	1.7k	38%	18	851

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