



FOR IMMEDIATE RELEASE
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The Start Of Something New

I Ate My Way Through is a new independent publishing company launched to connect passionate online foodies with a hungry offline crowd.

Founded upon the entrepreneurial spirit of top Aussie food blogger, Jennifer Lam (of JENIUS – The spectacular culinary adventures of a Sydney Gen Y, www.jenius.com.au), **I Ate My Way Through** is on a mission to excite, delight, educate and inspire readers by bringing the world's most drool-worthy dishes to their tables. Food is all about appreciating and sharing, and what better way to do it than to marinade it all into a series of vivid photography books that is accessible to all!

I Ate My Way Through's books are designed and produced with a focus on combining beautifully illustrated designs with stunning high quality print materials -making them ideal gifts or must-have bedside or coffee table books.

Their business model reflects a new age in publishing where social networking and blogging is rife. With a dynamic interconnected network of talented editors, designers and quality print houses, combined with a group of passionate roaming writers and photographers with global knowledge and integrity; **I Ate My Way Through's** finished products are unique, innovative, and the very best.

I Ate My Way Through's first book: **I Ate My Way Through Singapore & Vietnam** is out now (RRP \$49.95) with 10% of net proceeds going to KOTO International, a not-for-profit restaurant and vocational training program that is changing the lives of street and disadvantaged youth in Vietnam.

I Ate My Way Through will be officially launching at Global Gallery on Thursday, 12th November, with wine sponsorship from Aja (pronounced Asia). Aja White and Aja Blush have been specifically blended to match Asian cuisine. For more information and stockists visit www.ajawines.com.au.

The **I Ate My Way Through** exhibition will be displayed at Global Gallery in Paddington, Sydney, for 1 week -starting Monday 9th November.

For further information about **I Ate My Way Through** books and stockists, visit www.iatemywaythrough.com.

For all media, sponsorship and distribution enquiries, interviews or images, please contact Jennifer Lam on 0413 907 414 or jennifer@iatemywaythrough.com.