

Our names are Rachael Bermingham and Kim McCosker and we have miraculously authored the book *4 Ingredients* which has gone onto become Australia's biggest and bestselling book of 2007 & 2008, even topping JK Rowlings' Harry Potter series, **selling over 2 million copies** in the last 2 years!

Since our journey began 3 years ago, we have achieved incredible milestones for 2 mums who are NOT chefs...

- We have launched our own TV show in Australia, also named *4 Ingredients*, which tops the ratings lists.
- Released our show *4 Ingredients* into the NZ market.
- Had the premier of our TV show *4 Ingredients* on Good Food 2 weeks ago AND it has also just been sold to Poland, Czech Republic, Belgium, Hungary, Romania, Slovakia and Ukraine!!!
- Released *4 Ingredients* the cookbook as an iTunes application
- Released *4 Ingredients* in the UK where it has been consistently in the top 10 bestselling books, even #1 in Ireland!

We came to the UK in March to release *4 Ingredients* with husbands AND children (not to mention a million kilos of cooking utensils!) and 50,000 books. We departed five-weeks later with not one book left in UK stores (and the book zooming into the #10 bestseller lists in the UK). Now we have some VERY exciting news!!!!

We're coming back we're flying back to your fair land woohooooo (again with husbands and children, scooters and cookware!) to keep on spreading the word on how EASY it is to cook with 4 or fewer ingredients - now there's no excuse NOT to get into the kitchen and have some fun!

We know you have an insane schedule but would LOVE the opportunity to chat with you and share how your viewers can save time and money in the kitchen AND whip up something sensational!! Or just to hear how David and Goliath type story which everyone says is inspiring.

Here is a little press release we wrote, but if you need more information, please feel free to contact us,

We arrive on the 19th of October and would LOVE to be on your show...

We look forward to hearing from you,
Happy Cooking!

Rach & Kim

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4 Ingredients



PRESS RELEASE



Rachael & Kim

'Mums who aren't chefs cook their way onto UK TV!'



When two Aussie Mums landed in the UK in March this year they had no idea they would end up spending two months of the year here, but that's exactly what happened. Rachael Bermingham and Kim McCosker who wrote the bestselling cookbook **4 *Ingredients*** shocked the bookselling industry and every publisher in Australia and New Zealand by **selling over 2 million copies within 24 months**. Soon be the new faces on UKTV (Good Food Channel) with the release of their hit TV cooking series of the same name **4 *Ingredients***.

Co-authors Rachael and Kim whipped England into a culinary storm with the release of their bestselling cookbook this year selling over 50,000 copies in their five-week stay and will be heading back to our shores in October to promote their new show.

The ladies said the cookbook is now an enticing television series that brings their food to life and will change your life.



“We are delighted that UKTV have picked up the cooking series which has been a hit on The LifeStyle Channel in Australia often topping the ratings list,” says Rachael and Kim.

“The show has been a HUGE success in Australia because people can relate to the **4 Ingredients** concept. Why? It helps people get great food on the table, fast, without compromising on taste and using ingredients mostly found in the cupboard and fridge already!”

Driven by their desire to spend more time with their children, Rachael and Kim two bright, energetic Mums originally wrote **4 Ingredients** to save time and money in the kitchen and will now grace our screens to visually bring to life their famous cookbook which its first year was awarded the **Bestselling book of 2007 in Australia (second only to Harry Potter)** and pipped JK in 2008 to claim the number #1 book in Australia.



4 Ingredients helps take the chore out of cooking and provides inspiration at 5 o'clock in the afternoon when you're thinking to yourself what am I going to cook for dinner tonight?

“It's cooking made easy for busy people who still want to cook homemade recipes but without the fuss of buying 400 ingredients and spending hours in the kitchen putting it together” says Rachael.



You will be super surprised at what you can make using just **4 Ingredients** such as divine curries, fantastic pasta dishes, mouth-watering stir-fry's and amazing desserts. If history repeats itself you will be further surprised as these two down to earth Aussie Mums enthusiastically show you how to whip up something wonderful and get OUT of the kitchen!

Tune into UKTV's Good Food Channel from September 1 to see Rachael and Kim WOW you with ten incredible and ingenious **4 Ingredients** recipes and see how easy it is for you to cook great food – fast!

We don't have no publicist it's just us, so if you need anything else, please do not hesitate to contact us. Here is just a smidgen of feedback from the thousands we've received saying how our book has helped them...

We arrive in the UK on October 19th and would LOVE to talk to you...

Best Wishes

&

Happy Cooking

Rachael & Kim

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*Hi Rachael and Kim, I purchased your book this week and all I can say is Thank you very much. I have 3 children, 8, 6 and 15 months and feeding the kids is difficult enough but I have a very fussy husband as well. He looked through your amazing book and told me about recipes he wanted to try, more so made with things he does not usually eat. Once again thanks for a new variety of meals that will be easier to prepare and a huge thank you from my bank account. For the first time in the last 2 years I have been able to shop for our family for just under \$250 a week. That was just amazing. My usual grocery bill comes in at \$400. Keep up the amazing work you are doing with helping to provide quick, easy and nutritious meals for my family. I'm certainly going to take this 'bible' with me to the next meeting of our school tuck shop. They will enjoy being able to give the kids more variety with a big green tick of approval. You are both legendary. Thank you from **Mandy Bryan and family.***

Hi Guys, Just wanted to let you know that I ordered my copy of your book, and it arrived yesterday. I was so excited when it arrived in the mail, and sat down and picked all the recipes I wanted to try. My first recipe I tried was tonight and what a success. I cooked up the Chicken and

*Jarlsberg casserole and it was so yummy. I usually have at least one person in my family who refuses to eat the meal I prepare, but not with this dish. Every single person sat and enjoyed the meal. What a great feeling that is!!!! Thank you for such a great book. I look forward to cooking up lots of other recipes from the book. Just thought you might like to hear the feedback from your readers. **kindest Regards Tammie***



Kim & Rachael with their husbands and sons

'MEDIA ONLY' POSTNOTE: For more images or to arrange an interview with the authors, please contact the authors at pr@[4ingredients.com.au](mailto:pr@4ingredients.com.au) or call Rachael on +61 408781332 or Kim on +61 430178781 or UK mobile 07754918738 visit the website www.4ingredients.co.uk for downloadable photos.

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