

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 ½ 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 on the LifeStyle Channel, also called **4 Ingredients**, which tops the ratings lists.
- Released our TV program **4 Ingredients** into the NZ market which airs on the Food Channel.
- Had the premier of our TV show **4 Ingredients** on Good Food UK 2 weeks ago AND have also just sold the program to Poland, Czech Republic, Belgium, Hungary, Romania, Slovakia and Ukraine!!!
- Released the book as a downloadable application on iTunes (the biggest selling paid application in Australia & the USA).
- Launched the book in both NZ & the UK (it is in the top 10 bestseller lists and is the #1 bestseller in Ireland).
- Finished our 3rd book together called **4 Ingredients Gluten Free** which was released in July 2009

In the past 2 years we have literally done well over 700 book signings and appearances and one thing that stunned us consistently was the amount of people who kept asking us for gluten free recipes – we literally wouldn't be able to count them!!! Upon discovering that 1 in 100 were diagnosed with a gluten intolerance (experts say it's closer to 1 in 5) and NUMEROUS requests to write a cookbook tailor made for this diet – we did!!!!

We understand how ballistic your schedule is, but would LOVE to share some of the amazing 4 Ingredient recipes we found that are gluten free. Your listeners will be super surprised – we were STUNNED! Below is a little press release we wrote – we would LOVE to have a chat to you, please let us know if you need anything else, we look forward to hearing from you,

*Rachael & Kim*

Authors of the bestselling 4 Ingredients cookbooks

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# PRESS RELEASE



It's incredible to think that the story you're about to read has all unfolded in the past 28 months. In true David and Goliath fashion, 2 mums Rachael Bermingham and Kim McCosker got together over a red wine and decided to write a cookbook that they needed to help them get quick, easy and delicious meals on the table for their families that didn't break the bank.

Forced to self publish and self fund their book after publishers refused to take their call, the 2 unknown mums (who were not chefs, not really even cooks) took 2000 copies of their cookbook called **4 Ingredients** to the market.

Fast forward 2 ½ years and 2000copies have grown into 2 million copies! In addition to that Kim & Rachael compiled even more recipes to write **4 Ingredients 2** and have filmed their own TV show 4 Ingredients which airs in 10 different countries.

Keen to 'spread the love' as they say, the women jumped on planes and released **4 Ingredients** into the NZ & UK markets where it has flown into the bestselling lists (it's still currently the #1 book in Ireland). And just 8 months ago, they released the book in downloadable application format onto iTunes so their bestselling book is now at the fingertips of millions of Smartphone and iPhone & iPod users worldwide.

Now the unstoppable duo has finished their next book called 4 Ingredients Gluten Free. 'We have done over 700 book signings and appearances in the past couple of years and the one thing we are consistently asked is 'Do you have any gluten free recipes? So we started looking into it and found that 1 in 100 people are diagnosed as gluten intolerant. Upon further exploration we discovered that there are many more undiagnosed so it's probably closer to 1 in 5 people suffering from the condition.

Basic symptoms include diarrhoea, tiredness, bloating, anaemia and vitamin and mineral deficiencies'. After hundreds of requests to write a book the women got back into the kitchen to research the best of the best in 4 ingredient gluten free recipes.

'Initially we were lead to believe that a gluten free diet was boring and bland, but we can HAPPILY tell you that after cooking thousands of recipes to compile **4 Ingredients Gluten Free** it is faaaarrrrr from it! We found HUNDREDS OF NEW RECIPES from brekkie, to morning tea, lunch, starters, soups, salads, dinners and desserts that will delight Coeliacs around the globe!' the pair said.

With recipes such as the ultra tasty Chorizo & Capsicum Soup, gorgeous Prawn & Mango Salad, amazing Raspberry & Almond Cake, and delicious dinners like the Beef Stir Fry, Green Chicken Curry, Lamb Cutlets Kilpatrick, Salmon Roulade and Homemade Gnocchi this book will have any Coeliacs taste buds tingling!

So what is Gluten? It's a protein found in grains including wheat, rye, oats and barley. Gluten is found in some soups, mayonnaises and many processed foods as well as in wheat starch binders and fillers. It can also be found in medications, some vitamins, some flavoured commercial spreads, sauces, some hams, almost ALL of the biscuits stocked at supermarkets, most cake mixes and common breads.

To try a gluten free recipe – head to Rachael & Kim's website [www.4ingredients.com.au](http://www.4ingredients.com.au) where they've uploaded a free recipe for you.

**4 Ingredients Gluten Free** RRP \$19.99 is available in all good bookstores

**'MEDIA ONLY' POSTNOTE:** For more images or to arrange an interview with the authors, please contact the authors at [info@4ingredients.com.au](mailto:info@4ingredients.com.au) or call Rachael on 0488 480 006 or Kim on 0430 178 781 or visit the website [www.4ingredients.com.au](http://www.4ingredients.com.au) for downloadable photos.