

Double whammy for the Most Innovative Cookbook in the World

Knit and Nibble - winner of the **Most Innovative Cookbook in the World** at the Gourmand World Cookbook Awards has done it again.

This time being successfully crowdfunded on the popular crowd funding site Kickstarter by 105%. Over 100 backers pledged an average of over £200 each making **Knit and Nibble the second most crowdfunded project in the UK** on Kickstarter for knitting.

James McIntosh, author says:

"After having suffered a depressive episode, knitting has added colour back into my life, and to win such a prestigious award as the Gourmand World Cookbook Award and then again raise such a large sum through Kickstarter to publish the book is a blessing and proves in the growing markets of knitting and mindfulness there is demand in the market for true innovation".

Dr Thomas A. Ernst, co-author says:

"The success of this Kickstarter campaign mirrors the huge demand for mindful activities in our societies at this present moment".

High-res images and interviews available.



knitnibble.com

Knit and Nibble

life's patterns, recipes and games

Author: James McIntosh

Introduction: Dr Thomas A. Ernst FRCP

Photography: Anders Beier

Format: Hardback, 256 pages, full colour, 250 x 210mm 1.2kg (approx)

Categories: Knitting; knitting and wellbeing; crafts; cooking; men's interest; mindfulness and health

ISBN: 978-0-9934196-2-1

Published by: McIntosh Publishing

Publication: 3rd September 2018

Price: £24.99 / €26.99

About the book

A new, fresh and exciting way of aiding men's wellbeing using a combination of knitting as a mindfulness practice and cooking.

32 contemporary men's knitting patterns (designed by James McIntosh and the Sirdar Design House), together with 35 sweet treats to nibble mindfully. All complemented by mind-calming yarn games.

The book begins with *knititation*: a mindfulness practice developed by Dr Thomas A. Ernst FRCP.

Knitting patterns are written in easy to follow recipe style format for both the beginner and experienced knitter.

Colour in life: clothes, food and mind.

The title of this book should be: 'Happy, Knit and Nibble'.

It brought happiness back to its author, and it will give you weeks or even months of happiness.

How many books can do that?

Edouard Cointreau
President, **Gourmand World Cookbook Awards**

About the Authors

James McIntosh - World Award-winning cookery author who found life in bright colours through 'Knititation' as part of his treatment for depression.

Anders Beier - Owner of the title of Gourmand 'Best Food Photographer in the World' for two years running.

Dr Thomas A. Ernst - Fellow of the Royal College of Physicians and a Senior Consultant in a large London teaching hospital who offers Mindfulness to complement traditional treatment approaches in his outpatient clinics.

Sirdar - One of the UK's most trusted knitting pattern design houses and yarn distributors.

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