

Francophile Press

Mini-Mart à la Carte

Marketing Plan

Book Info:

Title: Mini-Mart à la Carte

Author: Christopher Rouser and Victoria Traig

Pub Date: March 2005

Categories: Cooking, Humor

Format: Paperback

Illustrations: 106 color plates

Trim Size: 8.1" x 6.4"

Page Count: 108

ISBN-13: 978-0811843195

List Price: \$14.95

Author Info:

Chris Rouser grew up in Texas—the mini-mart capital of the United States—where he spent his formative years scouring the countryside for the perfect blend of take-n-bake and haute cuisine. When he's not busy raising his two sons, he is hard at work on more instant classics in his drive for convenience store culinary mastery.

Victoria Traig holds a degree in English Literature from the University of California, Los Angeles, and a Fine Arts Degree from the Oregon College of Arts & Crafts. Her experience waiting tables has given her an eye for culinary craftsmanship, and she is self-taught in the art of convenience store cuisine. When she's not casing 7-Eleven in search of her next masterpiece, she can be found crafting ceramics and drinking Thousand Island Iced Teas (recipe inside).

Book Background:

Unique Features:

Cook bookery is turned upside-down by this addition to the genre. Practically every recipe in this book can be completed in any convenience store, with the addition of only a bowl and a can opener.

Competition:

- Emilie Baltz, *Junk Foodie: 51 Delicious Recipes for the Lowbrow Gourmand*, Adams Media, 2010
- Diane Morgan, *Midnight Munchies: More Than 60 Quick-Fix Snacks*, Chronicle Books, 2003

- Dede Hall, *The Starving Students' Cookbook*, Grand Central Publishing, 2002
- Bill Wurtzel and Claire Wurtzel, *Funny Food: 365 Fun, Healthy, Silly, Creative Breakfasts*, Welcome Books, 2012
- Joost Elffers, *Fast Food*, Arthur A. Levine Books, 2006
- Joost Elffers, *Food Play*, Chronicle Books, 2006
- Ralph Retcher and Betty Lou Poo, *Gross Me Out!: 50 Nasty Projects to Disgust Your Friends & Repulse Your Family*, Lark Books, 2005
- Tina Vilicich-Solomon, *Gross Goodies*, 1996
- Michael Anton, *Vile "Vittles,"* Eternity Media Publications, 2011
- Cheryl Porter, *Gross Grub*, Random House Books for Young Readers, 1995
- Sharon Bowers, *Candy Construction: How to Build Race Cars, Castles, and Other Cool Stuff out of Store-Bought Candy*, Storey Publishing, LLC, 2010
- G&R Publishing Company, *Fake-Out Food*, CQ Products, 2010
- G&R Publishing Company, *Disgustingly Delicious*, CQ Products, 2010
- Adrian Fiorino, *Insanewiches: 101 Ways to Think Outside the Lunchbox*, St. Martin's Griffin, 2011

Audience:

Fans of convenience stores and convenience store shopping; fans of food sculpture; people who like experimenting with food combinations; young people; intoxicated people.

Strongest Selling Features:

A truly unique collection of creative recipes that can be assembled from ingredients found at any convenience store. Book will be an instant classic with college students.

Markets:

The strongest markets for this book will be in the specialty sector, specifically convenience stores, college bookstores, and gift shops. Also, airport gift shops and liquor stores (people are often in a jovial mood when shopping for liquor, willing to shell out a little extra for a goofy book; also, there's little competition).

Marketing Plan:

Galleys:

Because most sales of this title will likely come from impulse purchases in specialty markets, it seems unnecessary to send out galleys to reviewers. However, online galleys will be available.

Promotional Material/Collateral:

Beer cozies, recipe book holders, reusable branded sporks, Trojan horse t-shirts, branded reusable convenience store grocery bags

Social Media:

Both the author and the publisher will plug the book extensively on Facebook, Twitter, Google+ (even though no one uses that), continually posting photos of completed recipes, as well as creating new content.

Publisher's Website:

Francophile will offer exclusive content to customers who purchase the book and enter a code available within the back cover. It will also feature contests for collateral materials.

Radio Programs:

- *The Howard Stern Show*
- *NPR's America's Test Kitchen*
- *KBOO's Between the Covers*

Television:

- Submit to producers of *Portlandia* for consideration

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Mini-Mart à la Carte

TIP Sheet

Sales Hook:

Tasty Recipes for the Convenience Store Connoisseur!

Description:

Savor the flavors of convenience with *Mini-Mart à la Carte*, your guide to simple and scrumptious cooking, using just those ingredients found on the shelves of your corner store.

Feast on a hearty helping of New England SPAM Chowder, nibble at tender Corn Dog Kabobs, and impress friends with a heaping platter of crunchy Fish Sticks Amandine. With comforting creations that beckon with familiarity, and designer dishes to tempt the truly adventurous, the recipes collected in these pages offer pleasing pleasures for every palate.

Key Selling Points:

- Features beautiful, full color photographs and art on each page
- Provides recipe ideas to jazz up typical convenience store food offerings
- Book is extremely humorous, appealing to a broad range of readers
- Book also features interesting bits of mini-mart trivia interweaved with its recipes, appealing to those curious about mini-mart history.

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BISAC Codes:

COOKING / Courses & Dishes/ General

CKB101000

COOKING / Entertaining

CKB029000

COOKING / Methods / Low Budget

CKB113000

COOKING / Methods / Microwave

CKB057000

HUMOR / Form / Adult
HUM008000

Audience:

- College students/recent high school graduates
- Young adults
- Thrill seekers
- Fans of humorous literature

Author Bios:

Chris Rouser grew up in Texas—the mini-mart capital of the United States—where he spent his formative years scouring the countryside for the perfect blend of take-n-bake and haute cuisine. When he’s not busy raising his two sons, he is hard at work on more instant classics in his drive for convenience store culinary mastery.

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Author Residence:

Portland, Oregon

Comparative Titles:

- Emilie Baltz, *Junk Foodie: 51 Delicious Recipes for the Lowbrow Gourmand*, Adams Media, 2010
- Diane Morgan, *Midnight Munchies: More Than 60 Quick-Fix Snacks*, Chronicle Books, 2003
- Dede Hall, *The Starving Students’ Cookbook*, Grand Central Publishing, 2002
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Marketing and Publicity Highlights:

- Authors will make scheduled appearances at convenience stores and liquor stores, where they will read from their book, offer demos and samples of recipes from the book, and give away swag. Several liquor stores and convenience store chains have already agreed to carry the book.
- Authors have agreed to do a cross-country tour of gas station convenience stores, in order to promote the book.
- Authors will host adult-only events at which some of their more appetizing alcoholic concoctions may be sampled by appropriately aged persons.

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Specialty Market Detail: Liquor Stores

Even when the economy falters, and consumer spending is at an all-time low, liquor stores still see profits soar. Why? Because the worse off people are, the more they want to escape.¹ With somewhere in the neighborhood of forty thousand liquor stores in the United States, producing around forty-five billion dollars in sales annually, this would appear to be a valuable market.² That said, with the economy taking a turn for the better, one might imagine those figures would begin to slump. But they're holding strong—liquor stores have seen an annual growth of 3.2% from 2009 to 2014.³ Not too shabby.

One reason for this growth is that more states are deregulating liquor, which is causing increased competition, and driving stores to do whatever it takes to maintain their relevance. In order to remain competitive, stores are offering a wider and more diverse selection of products, as well as employing more effective advertising methods—through social networking sites and media spots, as well as targeted emails and print adverts.

All of these factors make this a prime time to target this specialty market for specific book sales. In 2012, twenty-five percent of liquor store sales consisted of non-liquor items.⁴ Many stores already offer magazines and other non-potable products—with much of those sales likely comprised of tobacco products and mixers. But some of those sales are also comprised of other books: bartending books and drink recipes books—which make perfect sense, but are also most likely bought on impulse. And that's where *Mini-Mart à la Carte* comes in: impulse buyers are its key demographic. In an increasingly healthy economy, more and more consumers capable of frivolous spending are making their way into liquor stores, and purchasing items for parties and BBQs; these are consumers who are more likely to spend money on a humorous novelty item that will entertain their friends, serve as a housewarming present or birthday gift, or even become a fun and daring activity book.

From the perspective of liquor store merchants, this isn't a bad deal, either: considering the number of sales that would likely take place, and the lack of competition, the amount of shelf space that they would have to give would be relatively low—and what liquor store owner wouldn't be interested in a product that she can send back for a full refund if it doesn't sell?

And if the economy should take another nosedive? Well, what better way to escape your troubles than a bottle of booze and a funny book?

1. Michael Koploy. "Marketing to Millennials: How to Promote Your Liquor Store to Gen Y." *Software Advice*.
<http://blog.softwareadvice.com/articles/retail/how-to-promote-your-liquor-store-to-gen-y-1081011/>

2. "Liquor Store Statistics." *Statistic Brain*.
<http://www.statisticbrain.com/liquor-store-statistics/>

3. Ibis.

4. Ibis.

Metacritic Music Reviews, Mozart's Mini-Mart by Go-Kart Mozart, The third full-length release for the indie rock band led by Lawrence (frontman for Felt and Denim) was produced with Papernut Cambridge's Ian Butt... Mozart's Mini Mart, his first LP since On The Hot Dog Streets (2012), is militant and magnificent--as oddsome as dress wearing-era Kevin Rowland, as socially astute as Sleaford Mods, as mythomaniacal as Kanye West. All this publication's reviews. Uncut. Her interest in mini-mart cuisine blossomed while traveling the world photographing a report for the International Canned Foods Council (ICFC). Read more. Product details. A gleefully disgusting knife to the throat of the Sandra Lee school of convenience cooking, Mini-mart a la Carte is a gem of culinary satire, something which is honestly rather lacking in the food world. Where Sandra and her ilk try to pawn off corporate whoring and weird food combinations as real food, the authors Rouser and Traig (the latter of Judaikitsch and Retox fame) put together a list of recipes ranging from the moderately edible (Fish Sticks Amandine) to the in-questionable-taste (Spam Wellington, The Dirtbag) to the outright revolting (Thousand Island Iced Tea). Download "mini mart a la carte" Book at link Below. Mini Mart A La Carte. 2005-03-03. Christopher Rouser.