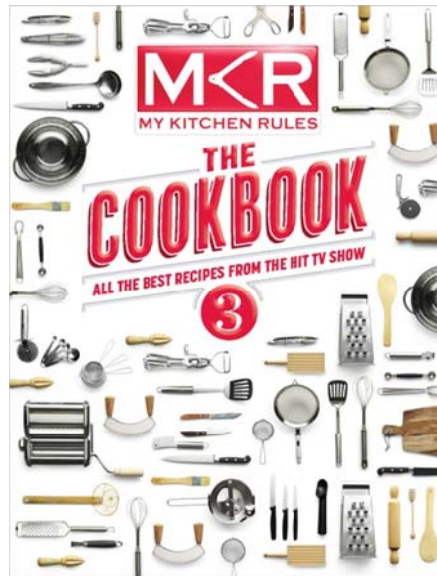




PACIFIC MAGAZINES AND CHANNEL 7 LAUNCH *MY KITCHEN RULES: THE COOKBOOK 3*



Monday 29 April 2013: The custom division of Pacific Magazines, Pacific+, today unveiled the official new cookbook from the Channel 7 hit TV series *My Kitchen Rules*, ***My Kitchen Rules: The Cookbook 3***.

My Kitchen Rules: The Cookbook 3 is the latest cookbook spin-off from the popular TV show and is available from today at newsagencies, selected supermarkets and www.ibuytoday.com.au for a recommended retail price of \$14.95. Following on from the popularity of the previous two cookbooks, this third issue features more recipes than ever before, with 120 of the best from this year's show across entrées, mains and desserts.

Publisher Gillian Fitzgerald comments, "We're delighted to bring to life the menus and meals of this year's series of Australia's favourite home cooking show. *My Kitchen Rules* surprised and delighted TV audiences once again in 2013, especially with the added twist this year of comeback kitchen.

"Readers will see many of their favourite recipes from the show in the 120 delicious dishes presented in the cookbook. Importantly too, they can be assured in the knowledge that all the recipes in *My Kitchen Rules: The Cookbook 3* have been professionally tried, tested and perfected. This means that they can enjoy cooking them at home with confidence and score 10 out of 10 in their own instant restaurants every time."

Executive Producer of *My Kitchen Rules* Rikkie Proost says, "*My Kitchen Rules* has been so incredibly well received this year and we are most pleased to release the third official cookbook, bigger and better than ever, for fans of the show and home cooks to enjoy.

"Once again the cookbook captures all the vibrancy and excitement of the series as well as presenting a great showcase of the cooking talent and creativity unearthed across the country this year."

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