

2023 NEW TITLES

January to September



PRICE UPDATE

Dear Valued Trade Partners,

Please be advised that the price of some of our children's picture books (hardback edition) will increase effective 15 November 2022.

Before: \$12.95 before GST

Now: \$14.95 before GST

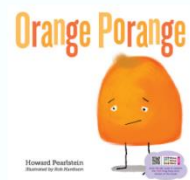
The affected titles are listed below.

We greatly appreciate your kind understanding and continued support.
If you have any questions regarding this price increase, please do not hesitate to reach out!

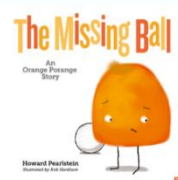
The MC Team



Goodnight,
Baby Ocean Animals
978 981 5009 35 4



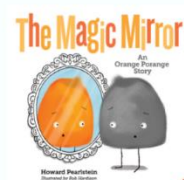
Orange Porange
978 981 4868 93 8



The Missing Ball: An
Orange Porange Story
978 981 4974 08 0



The Invitation:
An Orange Porange Story
978 981 4974 07 3



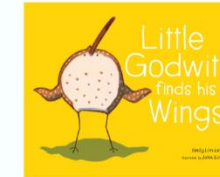
The Magic Mirror:
An Orange Porange Story
978 981 4974 09 7



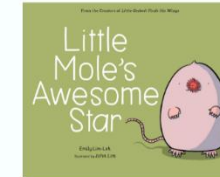
Mr Roll Finds New Life
978 981 4974 03 5



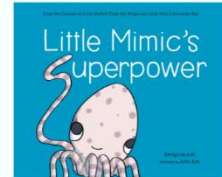
On the Shelf
978 981 4974 17 2



Little Godwit Finds His
Wings
978 981 4841 17 7



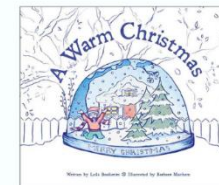
Little Mole's Awesome Star
978 981 4868 54 9



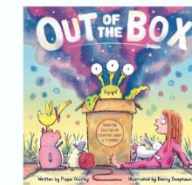
Little Mimic's Superpower
978 981 4893 99 2



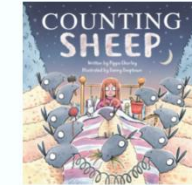
Butternut
978 981 4893 62 6



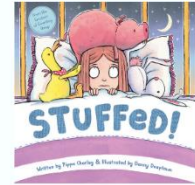
A Warm Christmas
978 981 4828 29 1



Out of the Box
978 981 4841 21 4



Counting Sheep
978 981 4841 19 1



Stuffed!
978 981 4841 20 7



The Yummiest Cupcake
978 981 4841 28 3



Night in the Gardens
978 981 4751 42 1



Lost in the Gardens
978 981 4677 10 3



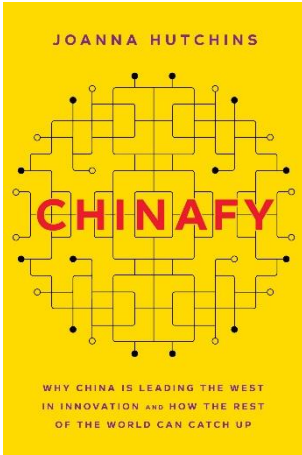
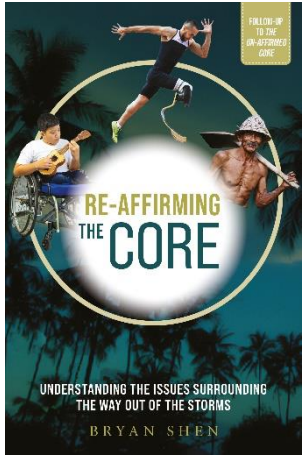
Captain Green and the
Tree Machine
978 981 4893 20 6

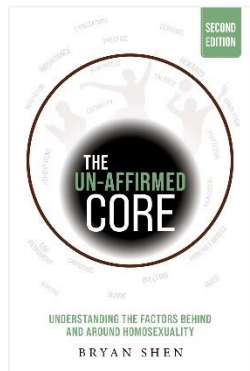
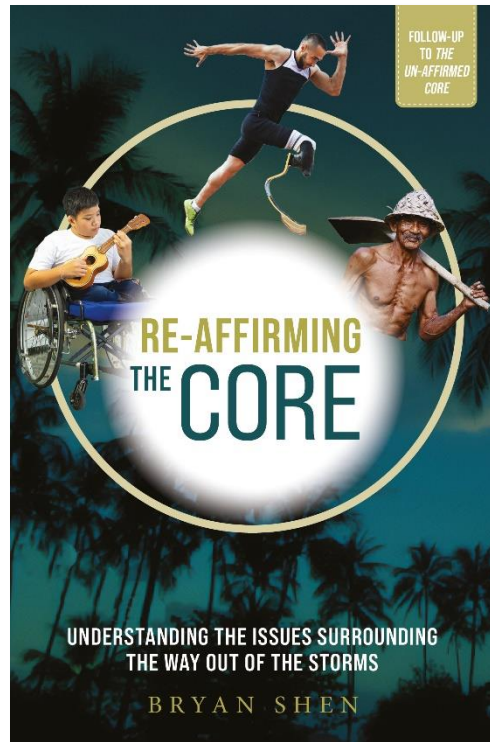


Captain Green and the
Plastic Scene
978 981 4794 77 0

Business • Politics • Social Issues	07
Biography • Parenting • Self-Help	12
Travel • Culture • Heritage • Art	14
Education • Language • Fiction	16
Children • Children's Fiction • Picture Books • Activity Books	20
Cuisine	32

Business • Politics • Social Issues





Re-affirming the Core

Understanding the issues surrounding the way out of the storms Bryan Shen

Re-affirming the Core is the follow-up to author Bryan Shen's first book, *The Un-affirmed Core*, which sought to remove misconceptions, prejudice, and negative attitudes of people in conservative-religious communities against people with homosexuality. Thereafter, several civil and religious leaders asked him, "Now that you have turned our attitudes around, what do we do?"

With the deluge of shallow information and disinformation on the Internet, the urgency to know how to help and protect people struggling silently with non-heterosexuality is increasing every day. The present volume arises from this urgency.

In this book, Bryan has put together a structured framework where the psycho-social-familial development of non-heterosexuality can be understood. The knowledge and advice is drawn from his interactions with a population that is very deeply hidden and afraid and is therefore unknown in most media. With support, society can help everyone deal with these complex and sensitive issues.

The Author

Bryan Shen is a registered professional counsellor who obtained his Masters in Social Science (Counselling) from the University of South Australia in 2010. He is also a registered Supervisor of Counsellors who conducts training and lectures to counsellors and professionals. He is sought after by many conservative-religious institutions in Asia to provide educational talks to remove misconceptions and prejudices.

ISBN: 978 981 5084 49 8

Retail Price: SGD 21.50 before GST

Format: 130 x 198 mm • PB • 240 pp

Key Selling Points

- Provides an enlightened look at a highly sensitive topic
- Combines psychological-assistive and spiritual-pastoral approaches
- Featuring real-life case stories
- Dispels misconceptions and prejudices
- Promotes compassion for those struggling with same-sex attraction
- Written in a clear, reader-friendly way

Marketing

- Author profile – belongs to a list of professional associations including: Registered Counsellor and Supervisor of the SAC (Singapore Association of Counsellors). Member of the ACCS (Association of Christian Counsellors Singapore). Member of the CCAT (Christian Counselling Association of Thailand). Board member of the IFTCC (International Federation for Therapeutic Counselling and Choice). Board member of Youth LifeLine.
- Provides understanding about non-heterosexuality from a psychological science viewpoint, to reduce misconceptions and prejudices but does not go against any religious faith or cultural mores.



The Atomi Way

A personal guide to Japanese lifestyle, business culture and consumer mindset

Andrew Tan & Mitsuko Murano

It's not an exaggeration to say that the world is in love with all things Japanese, not least Japanese design, cuisine, lifestyle and culture. There is something wondrous – and at the same time a little mysterious – about how the Japanese do these things so well.

The Atomi Way offers an invaluable inside look at what goes into Japan's "secret recipe". It is written by Andrew Tan and Mitsuko Murano, the couple behind the atomi brand, which has been bringing the best of Japan-made design to Singapore and the wider world of discerning consumers since 2009. The marriage of two cultures, and Andrew's experiences as a "son-in-law of Japan" make them an ideal guide to this fascinating exploration.

Topics covered in the book include the beauty of Japanese design, the consumer mindset of the Japanese, the business culture of Japanese organisations, and even the life of a Singapore-Japanese family. Discover quirky parts of Japan, the philosophy underpinning Japanese aesthetics, the mindfulness of Japanese business culture, Japan's education system, and more. For admirers of Japan's unique culture, this book is a delightful and illuminating read.

The Authors

Andrew Tan and **Mitsuko Murano** are the founders of [atomi](#), a Singapore-based lifestyle brand dedicated to Japan-made products. Since 2009, it has established itself as the go-to purveyor of high-quality Japanese furniture, homeware, clothing, gifts and bespoke consultation services. The brand's name is the Japanese abbreviation of Andrew and Mitsuko's names: "a + to (and) + mi".

ISBN: 978 981 5044 82 9

Retail Price: SGD 32.00 before GST

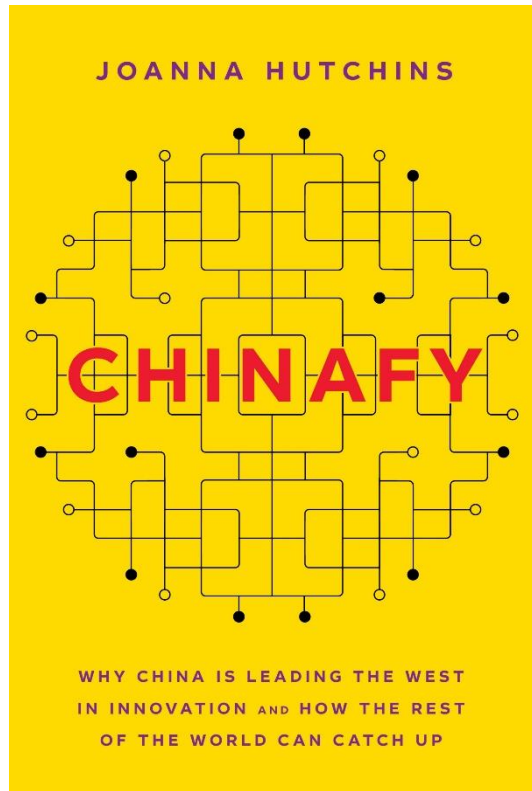
Format: 135 x 216 mm • PB • 224 pp

Key Selling Points

- Decodes the "DNA" of Japanese style, taste and business culture
- Fascinating insights for those who have interest or dealings (business/personal) with Japan
- Written by a cross-cultural Singapore-Japanese couple, well-placed to provide insider/outsider perspectives
- Authors have their finger on the pulse, as owners of the well-loved atomi brand

Marketing

- Popular culture – High interest in the Japanese design perspective with simplicity as a perspective and business model.
- Author profile – Well-regarded brand with a credible following.
- Website – Further publicity and outreach via emailers, website, store and partner channels.



Chinafy

Why China is leading the West in innovation and how the rest of the world can catch up

Joanna Hutchins

Western business leaders make two key assumptions about China: that China is always copying the West, and that the West is the seat of innovation. The truth is surprising: China is both copying *and* innovating, and while Western businesses are busy looking for the next new thing, China is rapidly iterating on what's already been done and pushing ahead.

While businesses in the West are getting disrupted and left behind, the savvy leaders among them can learn, innovate, and excel – by copying China's playbook!

Chinafy distills the key lessons from China to unlock business potential anywhere in the world. These lessons serve as catalysts for how to "Chinafy" innovation for growth. Taking a deep dive into the workings of China's most successful brands – from Haier to ByteDance – author Joanna Hutchins reveals what it takes to get ahead in the world of business and innovation.

The Author

Award-winning CEO **Joanna Hutchins** has spent the last 15 years empowering global consumer brands and Fortune 500 companies to innovate and expand their strategies for the Asia-Pacific market. Her career in brands and marketing has been vast, beginning in New York City where she won multiple Effie Awards from the American Marketing Association (AMA) for her cutting-edge campaigns. She then moved to Bangkok, Singapore, and finally Shanghai, where she has lived since 2010. Joanna continues to help major global brands create more compelling identities to stay relevant in the ever-evolving Asia context.

ISBN: 978 981 5044 50 8

Retail Price: SGD 40.00 before GST

Format: 152 x 227 mm • HB • 288 pp

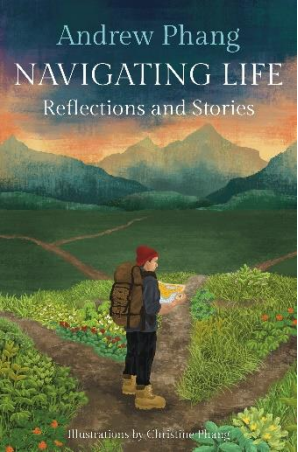
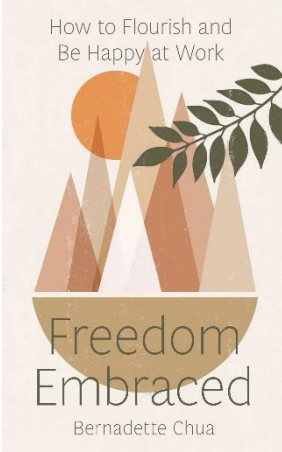
Key Selling Points

- Overturns the notion of China as a mere copycat
- Deep-dive case-studies of China's most innovative brands
- Actionable strategies for leaders seeking to transform their businesses
- Written in a higher engaging, reader-friendly style
- Author provides unique insider view as a Western CEO based in China since 2010

Marketing

- "China's 50 Top Marketing Leaders" (New Internationalist)
- "Business Leader of the Year" (International Professional Women's Society)
- "CEO of the Year" (shortlisted; Campaign Asia's Women Leading Change Awards)

Biography • Parenting • Self-Help





Freedom Embraced

How to flourish and be happy at work

Bernadette Chua

As professionals, the workplace is where we spend most of our waking moments. It is where we can actualise our potential, flourish and be happy. Yet, it is also where we are bombarded by stressors such as unrealistic deadlines, office politics, disengagement, ineffective managers and toxic culture. These leave us feeling helpless and trapped – with a sense of freedom lost.

In **Freedom Embraced**, author Bernadette Chua, has written a book specially for the busy professional in mind. It is filled with actionable strategies and mindset shifts to navigate through the various mental, emotional and physical landscapes we encounter in the course of work.

Chapters include:

- Enjoying Work
- Nourishing Ourselves
- Thinking Overthinking
- Influencing Others
- Strengths Builder at Work

The Author

Bernadette Chua is a multi-award-winning leadership and business culture consultant with a background in communications, organisational development, leadership, consulting and education. She is the Managing Partner for Positive Performance Consulting, a management and organisational development consulting company that journeys with companies to co-create waves of successful, positive and sustainable work cultures across the globe.

ISBN: 978 981 5084 57 3

Retail Price: SGD 26.00 before GST

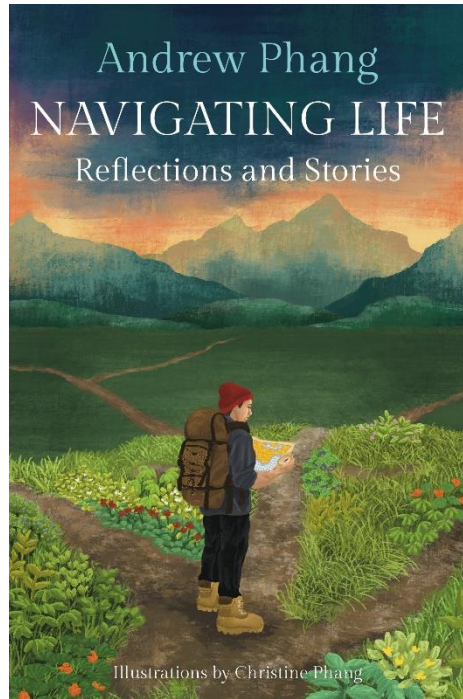
Format: 135 x 216 mm • PB • 208 pp

Key Selling Points

- How to thrive in the face of work stress
- Short, digestible chapters for busy readers
- Written in a personable and inspiring style – like having your own life coach!
- Actionable strategies for immediate application

Marketing

- Author profile – see [Linkedln](#), also award winning (Recipient of Stevie Award winner, 2019, SkillsFuture Fellowship Award 2018, Best Personal Brand Award winner 2017).
- Current topic – focused on organisational development, innovation and growth culture. One of the goals is to create safe spaces at work to promote a positive working culture.



Navigating Life

Reflections and stories

Andrew Phang & Christine Phang

Getting one's life principles in order and then applying them are of prime importance as they form the foundations upon which our lives – both personal and professional – are built. This book is a distillation of the author's experiences in life and contains nuggets of wisdom which have guided him in his life's journey as a legal academic, judge and family man. These open and honest reflections, together with illustrations by the author's younger daughter, provide fascinating and thought-provoking material to form the basis of potential reflection by readers, and may perhaps be of useful application to their own lives.

The Author and Illustrator

Andrew Phang spent almost a quarter of a century in legal academia before joining the Supreme Court of Singapore as a Judicial Commissioner, Judge and then Justice of the Court of Appeal. He recently retired and is presently a Senior Judge as well as a professor in universities in both Singapore and overseas.

Christine Phang, the author's younger daughter, graduated Phi Beta Kappa from Carnegie Mellon University with a Bachelors of Humanities and Arts, majoring in Fine Art and Psychology. She is presently working as an art therapist at a community mental health clinic in California and is completing her Masters in Marriage and Family Therapy at Dominican University of California.

ISBN: 978 981 6084 15 3

Retail Price: SGD 23.15 before GST

Format: 198 x 130 mm • PB • 176 pp

Key Selling Points

- Words of wisdom drawn from author's extensive experience as a legal professional and family man
- Positive affirmations to inspire readers
- Reflections provide a foundation for younger readers to navigate life
- Ideas for personal growth and development
- Illustrations that provoke further thought and discussion

Marketing

- Author profile – well regarded and known within the judicial circle; see [here](#).
- Rare, insider's perspective – with insights from a thought leader within the community.



Being Here is Everything

James Thoo

Screenwriter James Thoo's follow up to his earlier memoir *Palooka: 12 Rounds To Fatherhood* finds him (attempting to) tackle the complicated challenge of being a full-time father in the modern world.

Charting his developmental milestones as someone's "Papa", he finds himself grappling with what to do with his dreams now that they have come true.

As a fully occupied, stay-home dad obsessed with getting it all right, he struggles to pay attention to anyone at all. He confronts toxic masculinity, processes the death of his mother, and battles the nagging feeling of failure that shapes every passing moment of his day into, effectively, a fresh new opportunity to ruin his daughter forever.

The only escape from these opportunities are the hours after he passes out (at eight-thirty each evening). Yet these very moments, in his dreams, are when the ghosts of movies past come to visit. An endless string of outstanding fathers who succeeded under exceptional circumstances, from Bryan Mills (*Taken*) to Ned Stark (*Game of Thrones*), and Mufasa (*The Lion King*) arrive to offer some perspective (unsolicited).

This is a book for everyone struggling to find that balance between being a parent, and a husband, and a professional, and indeed, a human being. And finds peace in seeing someone else struggle more.

The Author

James Thoo resides in Singapore with his wife and their two daughters. He has had more than two decades of professional experience in screenwriting, excluding his stint as a professional boxer when he was 27. He has sold multiple feature screenplays to large Hollywood production companies including Ravenwood Studios, Phoenix Productions and Bruise Productions, who were hugely impressed by his acerbic sensibilities, idiosyncratic characters, and very funny plots.

ISBN: 978 981 5084 60 3

Retail Price: SGD 28.00 before GST

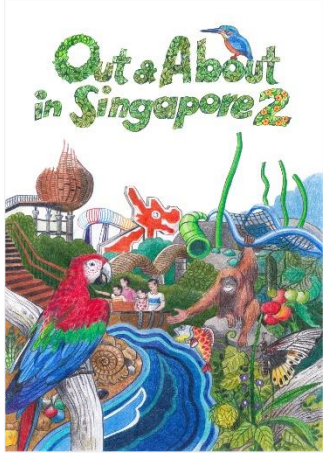
Format: 216 x 135 mm • PB • 288 pp

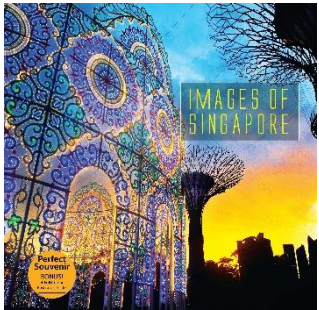
Key Selling Points

- Chronicles the adventures of being a full-time stay-at-home dad
- Challenges the traditional notions of parenting/mothering
- How he "escapes" to regain sanity after the "end" of parenting duties each day
- Writing that is engaging, witty and hilarious

Marketing

- Author profile: well-regarded screenwriter in the film industry.
- Relevant topic – Parenting perspectives from a father's POV.





Images of Singapore

5th Edition

Bernard Go

The 5th edition of the popular pictorial book includes new photographs to existing places as well as content on attractions/locations that have opened since the last edition was published. Among the new attractions featured are Jewel Changi Airport, the Rail Corridor Walk and Haw Par Villa which has reopened after an extensive and expensive refurbishment.

Filled with stunning photographs of Singapore's vibrant yet harmonious blend of culture, cuisine, architecture, nature and the arts, *Images of Singapore* presents a panoramic look at the country, its people and their lifestyles.

Images of Singapore is the perfect introduction for those keen on a visit to Singapore, and an excellent keepsake for tourists, locals and anyone with an eye for culture brought to life through the lens.

The Author

Bernard Go works in the creative industry and is a photo enthusiast. He spends much of his free time capturing images of what he sees around him; finding inspiration in street scenes, good food, well-designed items and exceptional architecture. He was the photographer for *Images of Gardens by The Bay* and has also been a contributing photographer, art director and food stylist to various cookbooks.

ISBN: 978 981 5084 90 0

Retail Price: SGD 28.00 before GST

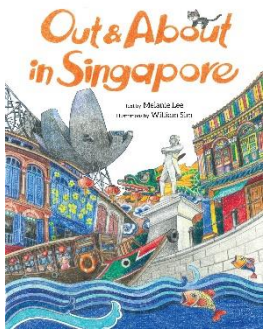
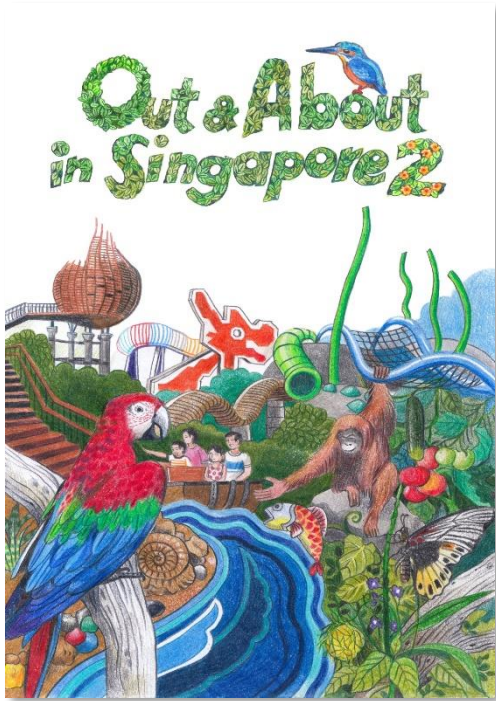
Format: 190 x 190 mm • PB • 176 pp

Key Selling Points

- Over 500 colour photographs of Singapore's culture, architecture, nature and the arts
- The perfect visual introduction for those visiting the country
- An excellent souvenir for tourists and locals to give to foreign friends
- Includes 4 bonus postcards

Marketing

- Popular series – Over 28,000 copies sold over four editions



Out & About in Singapore 2

Melanie Lee & William Sim

This book introduces young readers to the many outdoor spaces in the city through the hand-drawn illustrations of artist William Sim.

The book falls into three sections: Exploring, Playing and Learning. In Exploring, we visit popular spots such as the Treetops Walk at Macritchie Reservoir, the Sungei Buloh Nature Reserve and Coney Island. In Playing, we look at places such as Como Adventure Grove, and Jurong Lake Gardens as well as the parks at Paris Ris, Admiralty and Sembawang which have their unique attractions and features. Lastly, readers learn about the Edible Garden City, the experiments at the Science Centre as well as the animals at the Singapore Zoo and River Safari.

In the midst of outings to all these places, readers will also gain insights into the greening of Singapore. Plus, there are related craft activities as well for a bit of fun.

The Author and Illustrator

Melanie Lee is a writer and lecturer from Singapore. She is the author of the award-winning picture book series *The Adventures of Squirky the Alien*. She is also the author of *Out & About in Singapore*, and *Imaginary Friends: 26 Whimsical Fables for Getting on in a Crazy World*.

William Sim is a graduate of the Nanyang Academy of Fine Arts. He has experimented with various media and exhibited his works regionally. He is also the illustrator behind the popular *Colouring the Lion City* series as well as *Botanical Singapore*.

ISBN: 978 981 5044 30 0

Retail Price: SGD 21.50 before GST

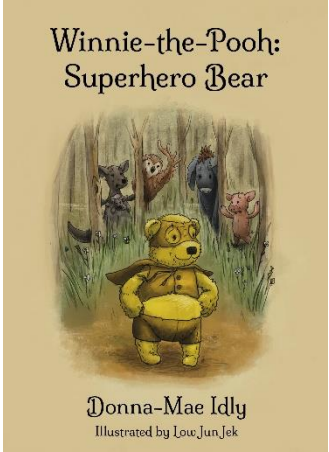
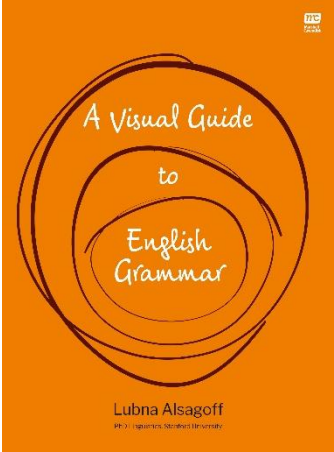
Format: 250 x 184 mm • HB • 48 pp

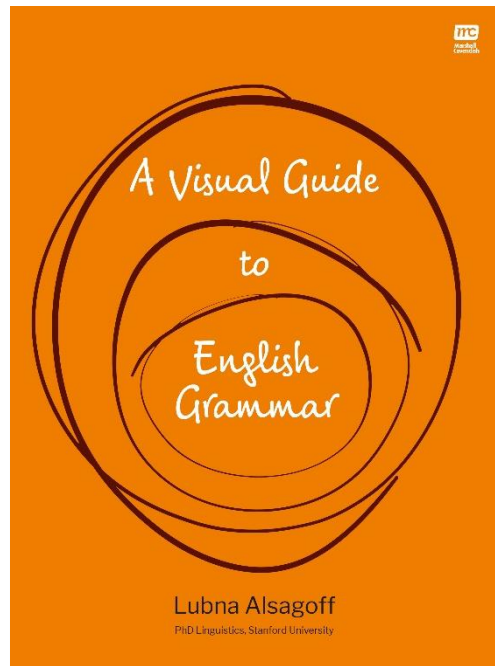
Key Selling Points

- Suitable for children between 7 and 12 years old.
- Introduces Singapore's nature places in an easy-to-understand manner.
- Explores places that young readers will be interested in, in a fun and lively manner to hold their attention.
- Fully illustrated with beautiful colour drawings by award-winning artist.
- Includes bonus craft activities.

Marketing

- Author and illustrator profiles: well-regarded writer and artist in the circles.
- Popular topic – perfect for families as tourism picks up and families start to go out more often.
- Social media tie-ups and giveaways – active collaborations with partners, influencers, and digital media sites for added outreach and publicity.





A Visual Guide to English Grammar

Lubna Alsagoff

Grammar is a subject of study that is often associated with an irresistible urge to doze off or run away in terror. In this book, however, you will find grammar presented in a different light. Rather than focusing on lists of rules to be remembered, the book explains the hows and whys of grammar through the use of easy-to-read charts, tables, annotated diagrams, and concept maps. This introductory book is for anyone interested in learning how grammar works and how to use language more effectively.

The Author

Dr Lubna Alsagoff has a PhD in Linguistics from Stanford University, USA, and is a language educator who is especially known for her work in improving the teaching of grammar in schools and in teacher education in Singapore. She was Head of English Language and Literature at the National Institute of Education, Nanyang Technological University, Singapore, and previously taught at the National University of Singapore. She is a well-published author and researcher on grammar, sociolinguistics and language education.

ISBN: 978 981 5009 10 1

Retail Price: SGD 35.00 before GST

Format: 245 x 180 mm • PB • 224 pp

Key Selling Points

- Employs a unique visual approach to learning grammar
- Uses clear diagrams and colour coding to make grammar learning approachable and easy to understand
- Written in a simple and engaging style
- Suitable for use by teachers and students alike

Marketing

- Author and illustrator profiles – well regarded writer who also manages the English Language curriculum at a major chain of enrichment centres in Singapore.
- Relevant topic – by visualising grammar, both educators and learners are better able to teach/understand difficult grammar rules.
- Niche tie-ups and giveaways – with targeted partners and influencers for added outreach and publicity.



I WANT Comics by Jashorn

WE WANT Comics by Jashorn

These two books span half a decade of fun sleepless nights for the author/illustrator.

I WANT Comics by Jashorn and *WE WANT Comics by Jashorn* are two books that bring irreverent humour to readers: ranging from the sweetest and wittiest scenarios to the darkest humour that they will likely never forget.

These books explore current affairs, social life, animals and one's existence as a human being (yes, you're one of them). Featuring over 200 comics in each volume, the books are packed with humour, visual anecdotes, and dark situations. Readers will laugh, over, and over again.

Jashorn greatly admires the work of Gary Larson, creator of *The Far Side* comics.

The Author/Illustrator

Jashorn (aka Jason Lee) received his BA in Psychology from the National University of Singapore. Born in Singapore, Jashorn often haunted Yamaha Music Shops during his misspent youth as a French Horn Player.

As a single male, Jashorn advocates strongly for ladies to quickly call him. Jashorn is notorious among his friends for making them constantly smile and for organising his Lego Minifigures by Marvel Film. When not writing, Jashorn enjoys exploring the Internet, and prefers to support his other hobbies of reading and drinking too much coffee.

ISBN: 978 981 5066 92 0 / 978 981 5066 93 7

Retail Price: SGD 21.29 before GST; each

Format: 210 x 148 mm • PB • 112 pp

→ [Download Sample Spreads Here](#)

Key Selling Points

- Witty original humorous comics
- Includes comics with a local flavour
- Humour reminiscent of award-winning cartoonist Gary Larson
- Provides hours of fun reading that will have readers laughing away.

Marketing

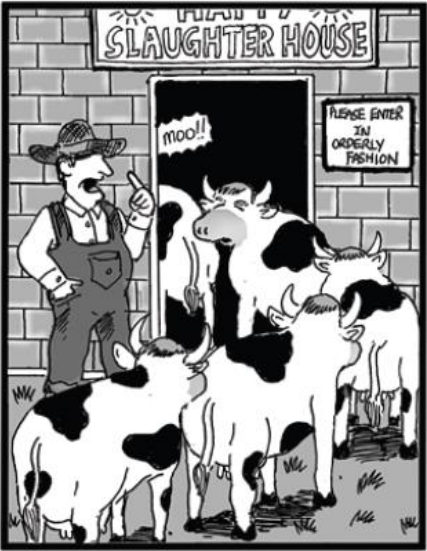
- Author/illustrator profile: well-regarded on social media
- Popular genre – tongue-in-cheek comic book format that combines satire and humour.
- Social media tie-ups and giveaways – active collaborations with partners, influencers and digital media sites for added outreach and publicity.



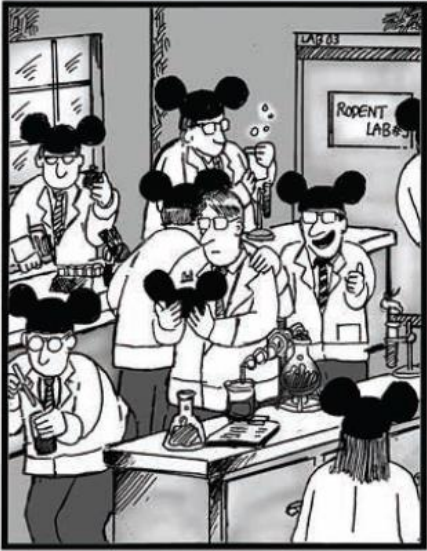
“Hi there!! May I be your professional piggy bank?”



What we parents really.....REALLY feel like doing to them sometimes.



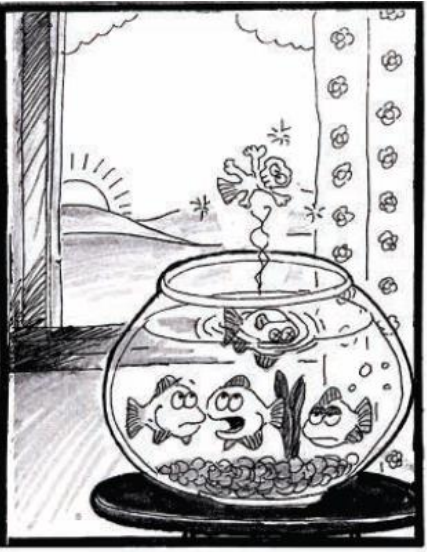
“Hurry up. Your lives are at steak.”



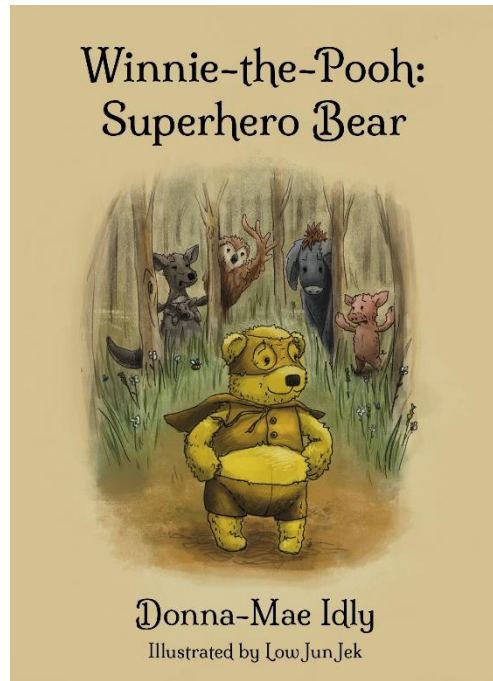
“Hey brother, no pressure...!! We're ALL lab mice here!”



It's not easy being a knight in shining armor this modern day and age.



“Wow! Gotta hand it to him and his stamina. Been holding his breath up there since last night!!”



Winnie the Pooh: Superhero Bear

Donna-Mae Idly & Low Jun Jek

The first Winnie-the-Pooh book entered public domain in 2022. This is a collection of playful Winnie-the-Pooh fan fiction, with stories featuring contemporary elements for today's readers. The stories will remain true to the mood of the original book: endearing, whimsical, pleasant, mellow and funny.

Pooh is sometimes too shy to step up and solve problems, but when he puts on a mask and cape he gets confident enough to do it. None of the others recognise him, but they really admire Superhero Bear. They're delighted whenever Superhero Bear turns up. They often make funny theories about Superhero Bear. Owl tracks Superhero Bear's appearances and sometimes comes close to figuring out his true identity. Sometimes Superhero Bear needs to be saved.

The Author & Illustrator

Donna-Mae Idly is the pen-name of our author who is an avid reader of all genres of fiction. She studied English at university and has been writing as a hobby but never felt her work was good enough to be published. This is her first book.

Low Jun Jek is many things and has many interests. At the heart of the chaos, he is passionate about creative ideas, and the craft (or lack of) that brings these ideas to life. Illustration is one of the many ways that lets him imagine the universe, visualise his ideas and keep his emotions in harmony. He finds joy in odd shapes, simple lines, and muted colours.

ISBN: 978 981 5066 74 6

Retail Price: SGD 21.29 before GST

Format: 178 x 128 mm • HB • 96 pp

Key Selling Points

- Original stories written in the style of AA Milne
- New illustrations based on the earliest soft toys
- Charming dialogue in the amicable Pooh way of speaking
- Written as a tribute from a hard-core fan of the stories of Winnie-the-Pooh

Marketing

- Author profiles – well regarded writer within the circles
- Popular topic – follows up from the original Winnie the Pooh adventures and hundred acre wood.
- Social media tie-ups and giveaways – active collaborations with partners, influencers and digital media sites for added outreach and publicity.



Artifice

Simon Chesterman

ARTIFICE is set in a near-future Singapore and takes on the challenge of what truly sentient AI might mean for humanity. It's speculative fiction in the mould of Ishiguro's *Klara and the Sun* or Le Tellier's *The Anomaly*.

This novel would strike a chord given ongoing uncertainty and anxiety about the role of AI.

Humanity's greatest invention could be our last.

Archie's involvement in the artificial intelligence project known as Janus was limited to routine diagnostics. But when she discovers that she and everyone else has been deceived by their creation, it launches her on a journey that will change her life — and humanity's future.

The Author

Educated in Melbourne, Beijing, and Oxford, **Simon Chesterman** lived briefly in Tanzania and Serbia before moving to New York for six years and finally settling in Singapore. He has written or edited twenty-one non-fiction books on topics ranging from the United Nations to the regulation of artificial intelligence. His fiction includes the young adult trilogy *Raising Arcadia*, *Finding Arcadia*, and *Being Arcadia*, as well as the standalone novel *I, Huckleberry*.

ISBN: 978 981 5084 92 4

Retail Price: SGD 23.14 before GST

Format: 198 x 130 mm • PB • 256 pp

Key Selling Points

- Covers a trending topic on how AI may affect humanity
- Good pace of writing that is engaging
- An entertaining and fun read
- Best-selling author with proven track record

Marketing

- Author profile – well regarded author, especially in the world of young adult fiction.
- Author events – likely at the bookstores, festivals, etc.
- Social media tie-ups and giveaways – active collaborations with partners, influencers and digital media sites for added outreach and publicity.





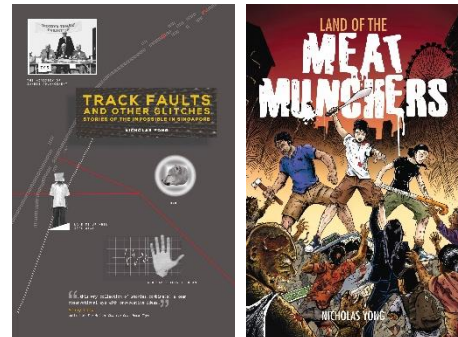
Seven Sacks of Rice

Nicholas Yong

The collection of 10 short stories in this compilation are based on, or inspired by, reports ripped from the headlines, family histories (including my own, the titular “Seven Sacks”), urban legends, folk tales and anecdotes that may or may not be true. Each tale will be prefaced by a brief prologue explaining the inspiration for the story.

The Author

Nicholas Yong has worked across print, broadcast and digital media for 15 years. He has a special interest in politics and long-form news features. He has published two works of fiction with Marshall Cavendish: *Track Faults and Other Glitches* (2016) and *Land of the Meat Munchers* (2013).



ISBN: 978 981 5084 58 0

Retail Price: SGD 21.29 before GST

Format: 198 x 130 mm • PB • 192 pp

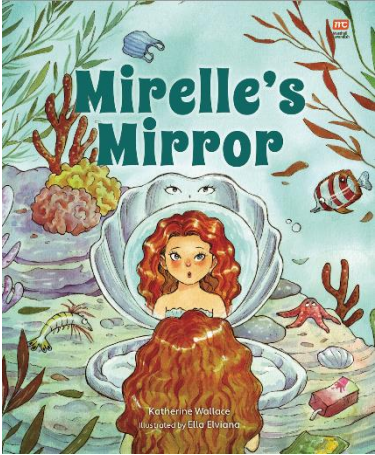
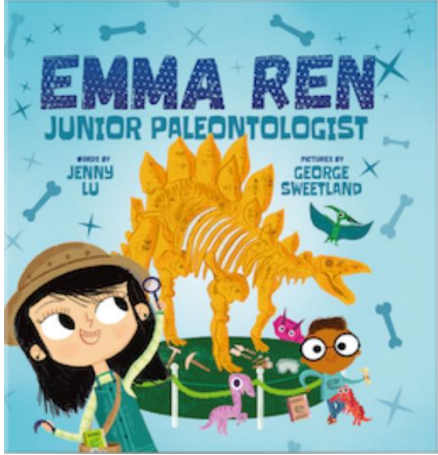
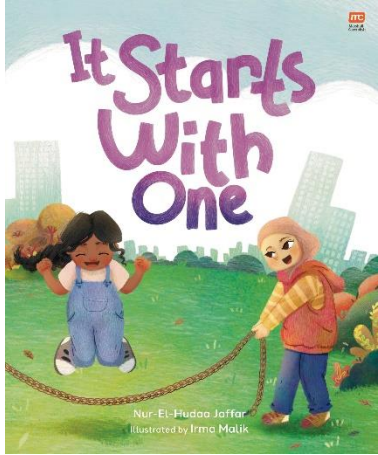
Key Selling Points

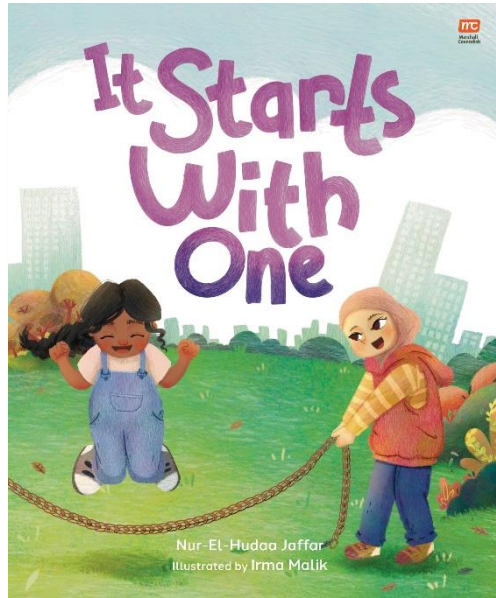
- Stories inspired by real events
- Suggested backstories of urban legends and folk tales
- Good pace of writing that is light yet engaging
- An entertaining and fun read
- Author available for events/talks

Marketing

- Author profile – well regarded author, especially in the world of literary fiction.
- Author events – likely at the bookstores, festivals, etc.
- Social media tie-ups and giveaways – active collaborations with partners, influencers and digital media sites for added outreach and publicity.

Children • Children's Fiction • Picture Books • Activity Books





It Starts with One

Nur-El-Hudaa Jaffar & Irma Malik

Having just moved house, Leyla is worried about not being able to find new friends. At the playground, she meets a girl who has just lost her skipping rope. Leyla offers to make her a new one out of rubber bands, but the rubber bands soon run out. What can she do next?

Join Leyla in her search as she discovers the beauty of kindness and the secret to making new friends.

The Author & Illustrator

Nur-El-Hudaa Jaffar is an award-winning author of seven children's picture books. Based in Singapore, Nur won the Golden Point Award organised by Arts House Limited for her short stories in 2017, and the inaugural Mastera Prize organised by the Majlis Sastera Asia Tenggara in 2019 for poetry translation. Her short stories and poetry have appeared in various publications, and she was a featured writer at the National Arts Council's Words Go Round initiative in 2019 and 2020. Nur also volunteers as a storyteller with the National Library Board, Singapore.

Irma Malik is a children's book illustrator from Indonesia. She was selected by the Ministry of Education in Indonesia to illustrate two picture books in 2021 which kickstarted her career. She has illustrated seven children's picture books to date. Irma was the only illustrator from Indonesia who was invited to participate in the AFCC's (Asian Festival of Children's Content) Picture Book Hackathon, organised by the Singapore Book Council in 2022.

ISBN: 978 981 5084 03 0

Retail Price: SGD 12.95 before GST

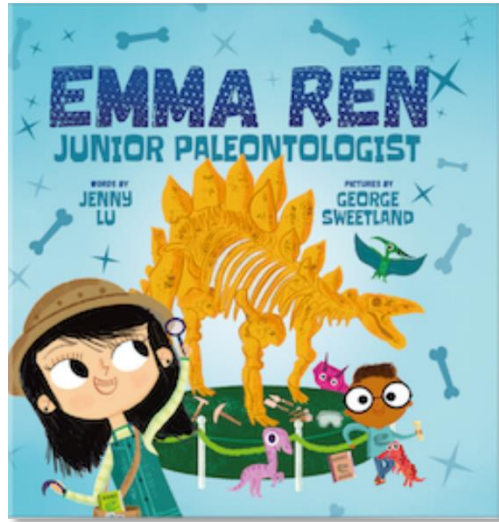
Format: 255 x 210 x 3 mm • PB • 32 pp

Key Selling Points

- Demonstrates positive values of kindness, neighbourliness and empathy
- Helps children know that they are not the only ones who struggle with making new friends and empowers them to do something about it
- Encourages multigenerational and multicultural interaction
- Features an old-school childhood game that was popular in many countries, providing a platform for discussion about things that bring us together despite our differences
- Author available for school talks
- For ages 5 to 8

Marketing

- Author website: <https://nurelhudaajaffar.com/>
- Illustrator's IG: https://www.instagram.com/irma_illustrator/



Emma Ren: Junior Palaeontologist

Jenny Lu & George Sweetland

Emma thinks dinosaurs are scary so when her class goes on a trip to the National History Museum to study dinosaurs and fossils, she isn't at all keen...especially when she's partnered with Jake to find a fossil in a big chunk of dirt. Luckily, Jake loves dinosaurs and is happy to take the lead, but will Emma be able to overcome her fear to become a palaeontologist for the day?

Emma Ren: Junior Palaeontologist highlights a STEM (Science, Technology, Engineering, Math) approach to learning, promoting key skills such as problem-solving, creativity, critical thinking and collaboration.

The Author & Illustrator

Jenny Lu was born in Sacramento, California and now lives in Los Angeles, California. She holds a master's degree in education and is a passionate elementary school teacher and an Early Language and Literacy Coordinator. She is married with two boys and enjoys spending her weekends cheering them on at basketball tournaments.

George Sweetland is a freelance illustrator with a sweet spot for fantastical creatures. Among his favourite things are music from the 80s and a good cheeseburger.

ISBN: 978 981 5084 61 0

Retail Price: SGD 12.95 before GST

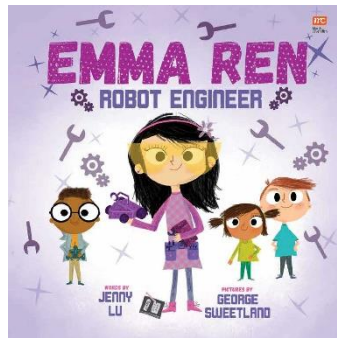
Format: 210 x 210 mm • PB • 32 pp

Key Selling Points

- A fun and engaging story filled with facts about fossils, dinosaurs and palaeontology
- Informs young readers about the fields of science and technology and inspires them to find out more
- Features characters of diverse backgrounds to instill ideas of equity, acceptance, inclusion, and understanding in an age-appropriate way
- For ages 5 to 7

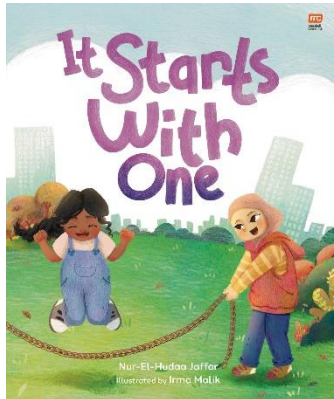
Marketing

- Popular series – continues on from the first book on unique professions for girls.
- Author events – online launch events to spur interest in the series.
- Social media tie-ups and giveaways – active collaborations with partners, influencers and digital media sites for added outreach and publicity.





Book Cover



Fly High

Nur-El-Hudaa Jaffar & Irma Malik

It has been raining all morning and Ruby is getting restless staying indoors with nothing to do. She has read and re-read all her books, her guinea pigs are sound asleep, and baking cookies with Grandma takes too long. When Grandpa starts to craft something, Ruby is intrigued.

The Author & Illustrator

Nur-El-Hudaa Jaffar is an award-winning author of seven children's picture books. Based in Singapore, Nur won the Golden Point Award organised by Arts House Limited for her short stories in 2017, and the inaugural Mastera Prize organised by the Majlis Sastera Asia Tenggara in 2019 for poetry translation. Her short stories and poetry have appeared in various publications, and she was a featured writer at the National Arts Council's Words Go Round initiative in 2019 and 2020. Nur also volunteers as a storyteller with the National Library Board, Singapore.

Irma Malik is a children's book illustrator from Indonesia. She was selected by the Ministry of Education in Indonesia to illustrate two picture books in 2021 which kickstarted her career. She has illustrated seven children's picture books to date. Irma was the only illustrator from Indonesia who was invited to participate in the AFCC's (Asian Festival of Children's Content) Picture Book Hackathon, organised by the Singapore Book Council in 2022.

ISBN: 978 981 5084 04 7

Retail Price: SGD 12.95 before GST

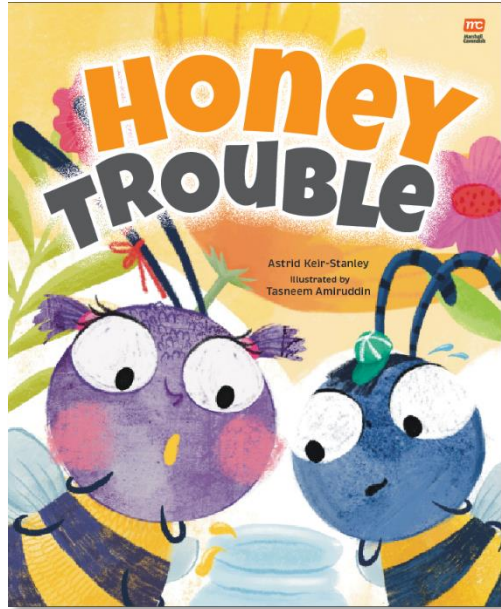
Format: 255 x 210 x 3 mm • PB • 32 pp

Key Selling Points

- Encourages multigenerational and multicultural interaction
- Physical disability is represented with the main character wearing a prosthetic leg
- Will spark discussion about disabilities and demonstrate that even if someone has a different ability, it does not mean he/she is different
- Inspires curiosity and encourages children to tinker and make their own toys out of everyday materials while building STEM skills
- Features the age-old craft of kite-making and kite-flying that is popular in many parts of the world
- Author available for school talks
- For ages 5 to 8

Marketing

- Author website: <https://nurelhudaajaffar.com/>
- Illustrator's IG: https://www.instagram.com/irma_illustrator/



Honey Trouble

Astrid Keir-Stanley & Tasneem Amiruddin

Little Pip loves bee school but she is sad that she doesn't seem to have any special talent. Her waggle dance isn't waggly enough, her buzz is too quiet and even little Alfie can fly faster than she can!

When Pip's teacher announces a honey-making competition, Pip wonders whether honey-making could be her special skill. But when her honey goes missing, she makes a surprising discovery about herself...

The Author and Illustrator

Astrid Keir-Stanley is a writer and lawyer. She lives in Melbourne, Australia with her husband, two children and a delinquent dog. When she's not writing, reading copious quantities of legislation or stepping on pieces of LEGO, Astrid can be found in the garden among the bumble bees.

Tasneem Amiruddin is a multi-disciplinary illustrator. She started work as a graphic designer before venturing into children's book illustration where she found her true calling. Tasneem's art style is bright, vibrant and playful, and she draws inspiration from reading fantasy fiction books and observing the things around her, including watching children play.

ISBN: 978 981 5044 80 5

Retail Price: SGD 14.95 before GST

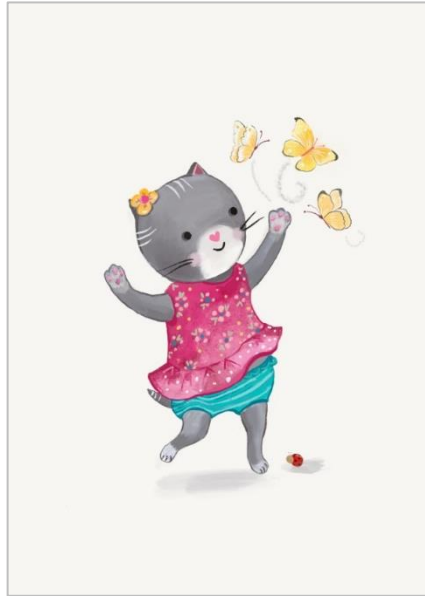
Format: 255 x 210 x 8 mm • HB • 32 pp

Key Selling Points

- An engaging story that explores the themes of friendship, kindness, empathy and compassion
- Ignites discussion about talents and skills, and that sometimes, it just takes time to discover what we are good at
- Explores the beauty of diversity — that we are all different, and we each have something to contribute
- Introduces readers to fun and interesting facts about bees

Marketing

- Author events – starting with online launch events to spur interest in the book.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.



Little Matilda and the Lost Bunny

Caz Goodwin & Shaney Hyde

Little Matilda has one toy that she loves more than anything — her bunny. She takes it everywhere, even on a nature walk with her friend, Jack. When they get home, Little Matilda realises her treasured bunny is missing. She cries, squeals and thumps her small paws. Will Little Matilda ever find her bunny? Will she learn to manage her anger and frustration?

The Author & Illustrator

Caz Goodwin is an Australian award-winning author who writes picture books, short stories, poetry and junior fiction. Her work has been published internationally and illustrated by Gus Gordon, Shaney Hyde and Kerry Millard (Australia), Ashley King (United Kingdom), Low Joo Hong (Singapore) and others.

Her picture book, *Little Matilda*, was shortlisted for the 2022 Book of the Year Awards by Speech Pathology Australia. Caz's books have been featured on Sarah Ferguson's *Fergie and Friends* show, CBCA Storytime, podcasts, newspapers and radio. More information can be found on Caz's website: www.cazgoodwin.com

Shaney Hyde is an Australian illustrator, early childhood educator and visual arts teacher. Shaney draws her inspiration from nature, animals and the simple joys of everyday life. She creates illustrations in a whimsical style, crafted in watercolour and mixed media to make people smile. She paints images for greeting cards, magazines and picture books. Learn more about Shaney at www.instagram.com/shaneystone.

ISBN: 978 981 5009 79 8

Retail Price: SGD 14.95 before GST

Format: 250 x 250 x 8 mm • HB • 32 pp

Key Selling Points

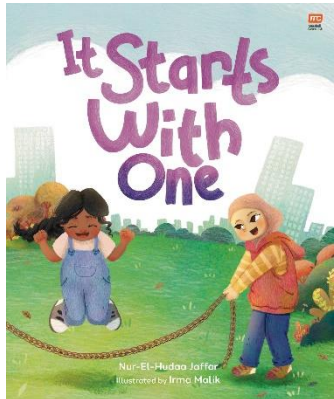
- Children will relate to the distress of losing a comfort toy, and the need to manage their emotions when they are upset.
- Demonstrates that it is important to take responsibility for our actions when we have done the wrong thing
- Provides a platform to talk about anger and tantrums, and how to feel supported and manage in these situations
- Little Matilda is a relatable childlike kitten with universal appeal; Jack the galah provides a positive role model for children
- The rhyming text encourages acquisition of language, and love of books and reading
- Includes distinctive animals to encourage learning about precious wildlife
- For ages 3 to 6

Marketing

- Author events – starting with online launch events to spur interest in the book.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.



Book Cover



Spin!

Nur-El-Hudaa Jaffar & Irma Malik

Swish! Pow! As Adam watches how Tok Ali's top knocks out all the other tops in a top-spinning competition, he dreams of having his own special top and becoming a champion spinner too. Then Adam finds a top under Tok Ali's cabinet that is small enough to fit into his hand... but the tiny top soon gives Adam a big problem.

The Author & Illustrator

Nur-El-Hudaa Jaffar is an award-winning author of seven children's picture books. Based in Singapore, Nur won the Golden Point Award organised by Arts House Limited for her short stories in 2017, and the inaugural Mastera Prize organised by the Majlis Sastera Asia Tenggara in 2019 for poetry translation. Her short stories and poetry have appeared in various publications, and she was a featured writer at the National Arts Council's Words Go Round initiative in 2019 and 2020. Nur also volunteers as a storyteller with the National Library Board, Singapore.

Irma Malik is a children's book illustrator from Indonesia. She was selected by the Ministry of Education in Indonesia to illustrate two picture books in 2021 which kickstarted her career. She has illustrated seven children's picture books to date. Irma was the only illustrator from Indonesia who was invited to participate in the AFCC's (Asian Festival of Children's Content) Picture Book Hackathon, organised by the Singapore Book Council in 2022.

ISBN: 978 981 5084 05 4

Retail Price: SGD 12.95 before GST

Format: 255 x 210 x 3 mm • PB • 32 pp

Key Selling Points

- Provides a platform to discuss feelings of desire, dishonest behaviour and dealing with temptation
- Teaches self-control and patience, and not indulging in immediate gratification
- Inspires creativity and encourages children to try making their own toys
- Introduces the sport of top spinning
- Author available for school talks
- For ages 5 to 8

Marketing

- Author website: <https://nurelhudaajaffar.com/>
- Illustrator's IG: https://www.instagram.com/irma_illustrator/



Book Cover

A Garden of Treasures

Alice Bianchi-Clark & Chloe Chang

Oliver's grandmother, *Nonna*, grows a glorious garden. It's perfect for sword fighting, snakes and ladders and hide and seek, but *Nonna* can never find time to play. There is so much to keep her busy: her herb garden, her orangery, her olive grove, her vegetable plot, and her most treasured flowers, the slow-growing camellias. But when Oliver decides to grow something of his own to surprise her, *Nonna* finds the time to teach Oliver about deadheading, spraying, raking and weeding. "Before your seeds can grow upwards, they need to grow downwards," *Nonna* says. And Oliver learns that nurturing a new life into being takes love, patience, and time.

The Author & Illustrator

Italian by nationality, **Alice Bianchi-Clark** has lived and worked in Rome, London, Paris, Beijing and Hong Kong, and currently resides in Singapore. When she is not writing, Alice performs stories in the oral tradition, educates children on the joys of reading and plays the piano.

This story is inspired by Alice's mother and her glorious garden. It is because of her that Alice and her son dared to experiment with a skyscraper garden of their own above a bustling city and learned how humbling and enchanting nurturing a new life from scratch can be.

As an illustrator based in sunny Singapore, **Chloe Chang** spends her time reading, drawing and applying sunblock lotion. She graduated from the School of Art, Design and Media (ADM), NTU Singapore, with a degree in Digital Animation. One of her first projects was Mediacorp's 3D animated children's television series, *Lil' Wild*, where she was lead character designer. Chloe now focuses on children's book illustration and works with local and International publishers to bring stories to life.

ISBN: 978 981 5084 50 4

Retail Price: SGD 14.95 before GST

Format: 255 x 210 x 8 mm • HB • 36 pp

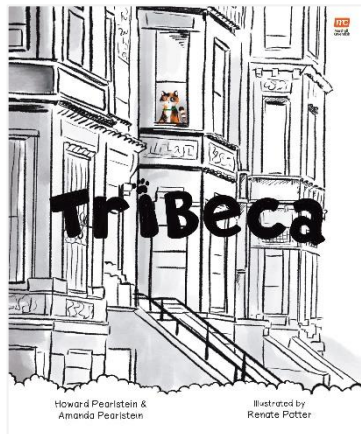
Key Selling Points

- Focuses on the special bond between grandparents and grandchildren
- Emphasises the importance of allocating time to play with children
- Encourages resilience and the development of crucial problem-solving skills in everyday situations
- Demonstrates out-of-the-box thinking to help with innovation and creative thinking
- For ages 5 to 7

Marketing

- Author events – starting with online launch events to spur interest in the book; see website [here](#).
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.

Book Cover



Bernardo, the Dog Who Wanted a Coat

Jill Dana & Renate Potter

Fluffy coats, smooth coats, polka-dot coats... Of all the many type of coats, Bernardo was the ONLY puppy in his kennel, and the ONLY dog in the whole shelter, who was HAIRLESS! Was this keeping the Chinese crested puppy from finding a forever home?

Join Bernardo as he embarks on a journey to find a coat, but discovers so much more with the power of positive-thinking.

The Author & Illustrator

When **Jill Dana** was seven-years-old, her dream came true when her parents brought home a six-month-old silky terrier named Monty. In addition to being a dog lover, Jill Dana is a certified elementary educator, filmmaker, and author of the **Butternut** series. To learn more about Jill, visit www.JillDanaBooks.com and find her @JillDanaBooks.

Renate Potter is a self-taught illustrator (and aspiring author) from the Netherlands. She used to work as a history teacher at both primary and secondary levels and was constantly inspired by her students. Her love for history, art, nature and teaching made her the person she is today. Renate hopes to fill the world with love and confidence for a brighter future.

ISBN: 978 981 5044 81 2

Retail Price: SGD 14.95 before GST

Format: 255 x 210 x 8 mm • HB • 32 pp

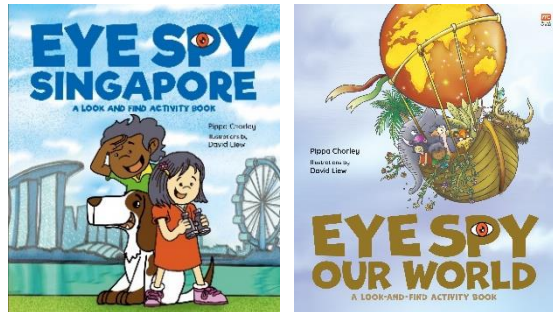
Key Selling Points

- A sweet heart-warming story that supports social emotional learning (SEL) to help children learn about themselves, others and the world around them
- Explores important themes of self-identity, self-acceptance, diversity, friendship, empathy and positive-thinking
- Promotes discussions about home, helping others, diversity and adopting pets
- Includes discussion questions to delve deeper into the story themes
- A fun introduction to dog breeds
- For ages 3 to 6

Marketing

- Author events – starting with online launch events to spur interest in the book.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.

Book Cover



Eye Spy London

Pippa Chorley & David Liew

Come along with Ling and Kamal on an overseas adventure as they play their favourite game, Eye Spy, all around London! Learn incredible facts about the capital of the United Kingdom and uncover hidden treasures all across the city.

Bursting with colourful scenes from popular tourist sights, this interactive look-and-find book will provide hours of problem-solving, puzzle fun. Children will enjoy exploring the illustrations, picking out and counting the objects, while developing skills in numeracy, reading, matching and identification.

The Author & Illustrator

Pippa Chorley is the awarding-winning author of *Counting Sheep, Stuffed!* and *Eye Spy Singapore*. She grew up in a picturesque village in England, but soon found that the world was calling and set off to explore its many wonders and natural habitats. Trained as a primary school teacher, Pippa loves to write stories for children that teach them about the world they live in and take them on their own adventures into imaginary worlds. She now lives in sunny Singapore with her husband, their three children and springer spaniel called Jasper.

David Liew has been drawing since he was able to hold a pencil. As an illustrator, David has worked on many children's storybook series, including the *Plano Adventures*, *Ellie Belly* and *The Adventures of Squirky the Alien*. His most recent work is a non-fiction illustrated series, *Change Makers: Invisible Enemies* with author, Hwee Goh. When David is not creating worlds with his art, he is building them in the form of miniature landscapes and tabletop displays. He is the Regional Advisor for the Society of Children's Book Writers and Illustrators (SCBWI) in Singapore.

ISBN: 978 981 5009 14 9

Retail Price: SGD 18.60 before GST

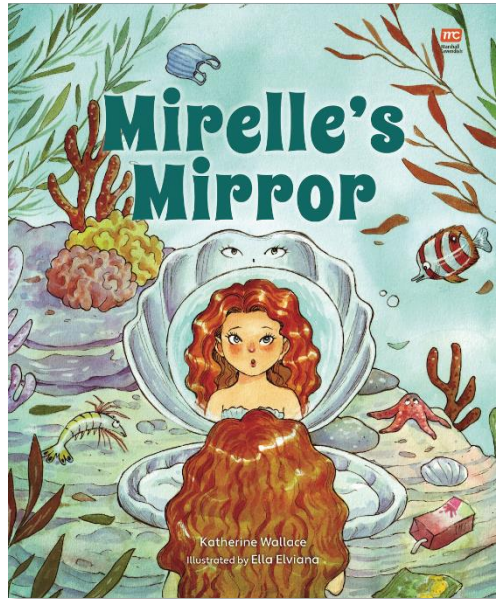
Format: 270 x 230 x 8 mm • HB • 32 pp

Key Selling Points

- Engages children and helps develop focus as they interact with the colourful illustrations and find hidden objects
- Improves basic skills such as listening, language and vocabulary
- Helps with number recognition and number sense
- Encourages the development of observation and memory skills
- Features attractions around London, making it perfect as a gift or souvenir
- Author available for school talks
- For ages 3 to 6

Marketing

- Popular series – books are gaining good traction in Singapore, especially relevant as tourism picks up.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.



Mirelle's Mirror

Katherine Wallace & Ella Elviana

Mirelle is beautiful, but her ocean home is a mess. When pollution stains her flawless tail, Mirelle puts down her mirror for the first time and looks around her — what she sees fills her with dismay. This vain but delightfully determined mermaid must ultimately decide what's more important — saving her good looks or saving her beautiful ocean.

The Author & Illustrator

Katherine Wallace is a writer, musician and educator whose love of words and music unite in her stories and songs. Along with children's books, she has written and directed songs and scripts for choirs and music-theatre productions and enjoys coaching children and adults in singing and acting. A keen nature enthusiast, Katherine hopes to inspire others to look around them and take care of the wonderful world we live in. She currently divides her time between Singapore, Canada and Australia. Connect with Katherine at www.kwstorysong.com and follow her on social media @kwstorysong.

Ella Elviana was born in Bandung, Indonesia. She studied Pharmacy in university, but later found her true passion in illustration. Today, Ella specialises in children's book illustration, and has illustrated dozens of children books since 2007. She fell in love with this genre because of the honesty, sincerity and cheerfulness she finds in it. Watercolor and ink are her favourite media in illustrating.

ISBN: 978 981 5084 11 5

Retail Price: SGD 12.95 before GST

Format: 255 x 210 x 3 mm • PB • 32 pp

Key Selling Points

- A delightful, humorous story featuring a young mermaid heroine who will appeal to young readers
- With a fun story arc that follows the main character development from self-centred vanity to collaborative community awareness
- A strong message about ocean conservation and how we can all do our part
- Provides a platform to talk about ocean ecosystems
- The lyrical, humorous text makes reading fun and engaging, and will help build language skills
- For ages 5 to 9

Marketing

- Author events – starting with online launch events to spur interest in the book.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.

Cuisine



Meals Made Easy

Meals Made Easy is a delightful collection of recipes that will provide ideas and inspiration for preparing quick yet satisfying weekday meals that the whole family will relish and enjoy.

Written with clear and concise step-by-step instructions, this international collection of recipes is practical and easy-to-follow, and will offer the necessary guidance for whipping up scrumptious dishes all week long.

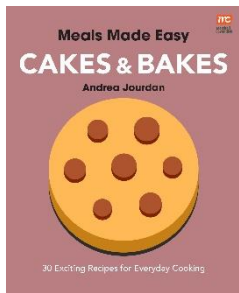
Retail Price: SGD 8.00 before GST; each

Format: 165 x 135 mm • PB • 64 pp

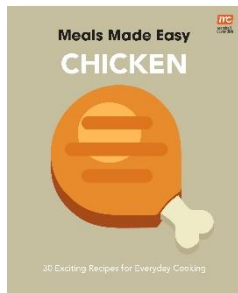
[→ Download Sample Spreads Here](#)

Key Selling Points

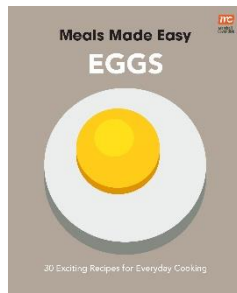
- 30 tasty dishes with an international flavour
- Recipes are clearly written in easy-to-follow step-by-step format
- Recipes are fuss-free and practical, and are suitable for everyday cooking
- Dishes do not require special equipment or skills to produce
- Suitable even for those new to cooking



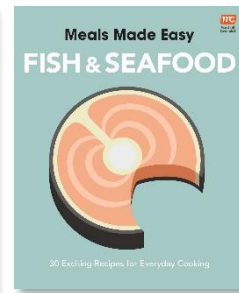
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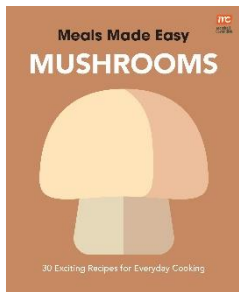
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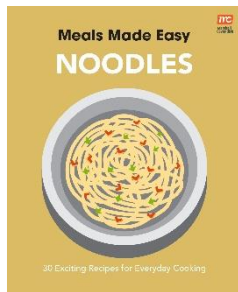
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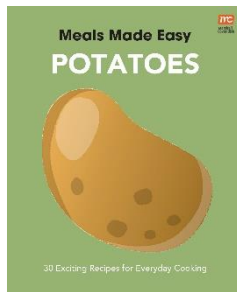
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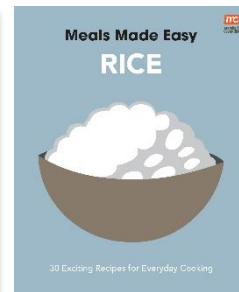
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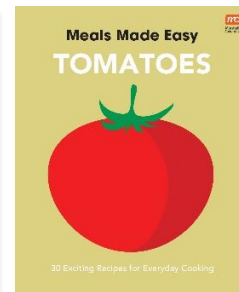
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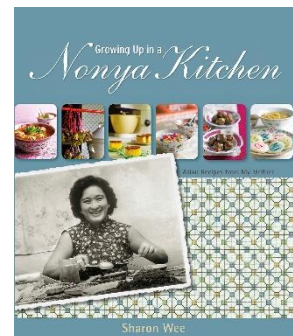
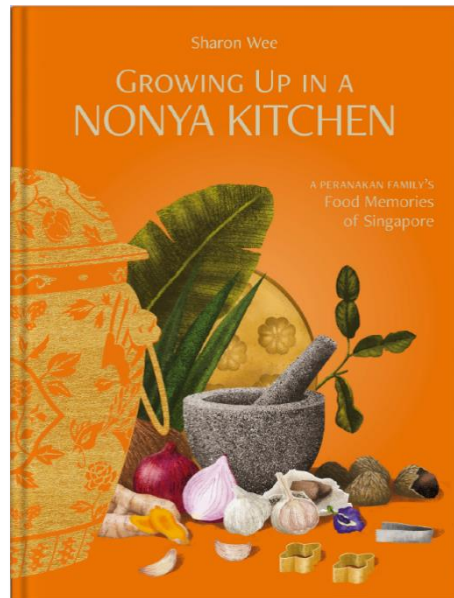
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Growing Up in a Nonya Kitchen

A Peranakan family's food memories of Singapore Sharon Wee

This is a cookbook, and an intimate memoir, giving readers a sense of what it felt like to grow up in a Peranakan Chinese family — descendants of local womenfolk and the earliest Chinese settlers to Southeast Asia.

As a fifth-generation Nonya (honorific for female Peranakans) from both sides of her family, Sharon Wee recollects her life in Singapore. She interviewed older relatives and recreated her mother's personalised recipes, many orally passed down for generations.

Growing Up in a Nonya Kitchen was originally published in 2012.

This updated edition includes revised recipes and cooking methods, with more detailed explanations and guidance for the young or unfamiliar cook to Peranakan food, spiced with a dose of humour. It also includes new contributions by subject experts on the heritage and beautiful cultural legacy of the Peranakans.

The Author

Sharon Wee was born and spent her formative years in Singapore, graduating from the local national university before working in Hong Kong and Shanghai in the 1990s. She has an MBA from New York University and currently resides in Manhattan where she trained at the French Culinary Institute. Sharon frequently returns home to Singapore.

ISBN: 978 981 5084 07 8

Retail Price: SGD 56.00 before GST

Format: 255 x 190 mm • HB • 416 pp

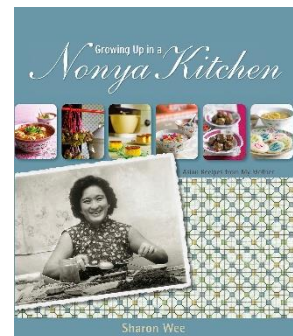
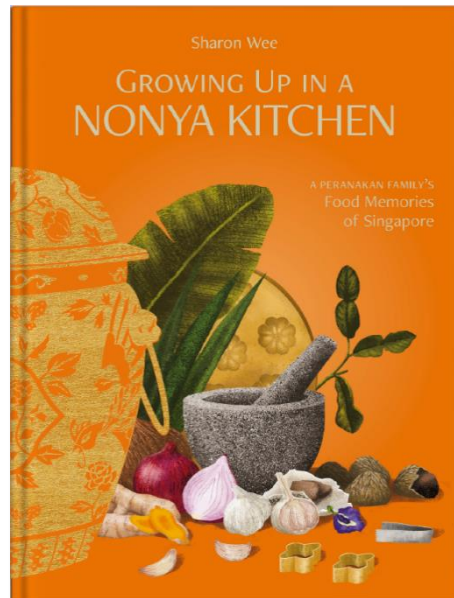
→ [Download Sample Spreads Here](#)

Key Selling Points

- Documents more than 120 time-and kitchen-tested recipes with headnotes about the significance of each dish and the finer details of putting each dish together.
- With insightful contributions about Peranakan heritage and culture by respected members of the community including Peter Lee, William Gwee, Khir Johari, Colin Chee and Violet Oon.
- Sharon Wee has been interviewed for her understanding of the Peranakan culture by the media in the US where she is based. This includes the [New York Times](#) and [Washington Post](#).
- Her blog, <https://nonya.global/>, is widely read.

Marketing

- Author profile – high interest book with pre-publicity coverage from the earlier edition.
- Social media tie-ups and giveaways – video trailer, active collaborations with partners, influencers and digital media sites for added outreach and publicity.



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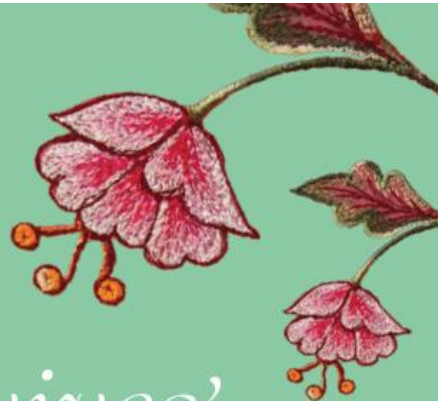
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Marketing

- Author profile – high interest book with pre-publicity coverage from the earlier edition.
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The Housewives' Baking Club



Standing outside the first Pong Tauhu house on Chinese New Year's Day, the four children of Tan In Neo and his wife, Mrs. Tan, are (from left to right) Polly, Peter, and the other two children.

Halcyon Days



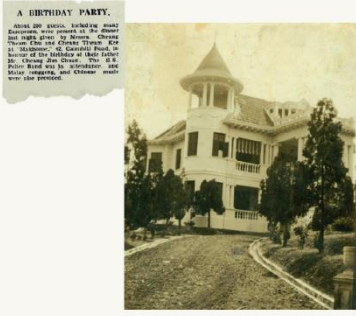
Tan In Neo and Cheong Thean Chu, my mother's parents.

opposed to the more common three-character name that most Chinese families bestow on their children. The four-character name supposedly imparted some form of 'highborn status', and 'Gek' and 'Nio' were characteristic names frequently used for Nonya girls.

Her grandfather, Cheong Jim Chuan, one of the eleven sons of Cheong Hong Lim, played the family's fortune into shipping and land ownership of two thousand plus properties in Singapore, primarily along Robertson Quay by the Singapore River, between the Old and Road bridges. It seemed that the family, as with many prominent Peninsular families of their era, mingled with their colonial counterparts, a trend not readily embraced then. My mother's father and uncle hosted an annual birthday party for their mother. These events were reported in the local media, not least because it mentioned that Westerners attended the party. The neighbouring Malay kampung village was included, with a rugging dance held for their enjoyment.

The multi-generation clan moved across different parts of Singapore, at one point to a mansion on Cairnhill called 'Malden', but eventually returned to Paik Parang before the war. The Rumah Besar (Big House) was situated at 233 Paik Parang Road, with three smaller houses next to it. Grandfather occupied the Big House with his new wife, and reserved the middle of the smaller properties for my mother's family.

As a little girl in the 1930s, my mother witnessed glorious



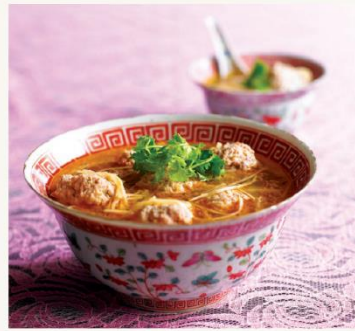
days of riding in an open-top convertible and regularly visiting the racetrack. There had even been a Cheong Hong Lim trophy. Chinese New Year meant a new set of clothes and jewellery three days in a row. Their household included two maids, a cook and a chauffeur. Her father, who relied on a family trust fund, was a dapper dresser with a penchant for dress coats, hats and three-piece suits.

These halcyon days ended when the Japanese invaded Singapore. My mother vividly remembered how the guard standing in front of her grandfather's Big House was blown up by a bomb, so, for safety, she and her siblings moved in with a Japanese relative. Her father died shortly after that, but, by the time the war ended, much of life as my mother had known it was changed forever.



Pong Tauhu Pork, Prawn and Tofu Meatball Soup with Bamboo Shoots

This is truly my favourite meatball soup, also enjoyed by children like mine. Similar to another famous Peninsular soup called *bebas* (which includes crab meat), this soup uses prawns. It is important to prepare your stock well to obtain a rich, wholesome flavour. The recipe may look complicated but I have broken it down for ease.



MEATBALLS
20g (2oz) prawns (skinned, shells and heads intact)
40g (1 1/2 oz) minced (ground) pork
20g (2oz) extra-firm tofu (bean), crumbled
1 teaspoon coarse salt
1/2 teaspoon white pepper
1/2 teaspoon dark soy sauce
1 large egg
2 spring onions (scallions), green part only, finely sliced
1 tablespoon chopped coriander leaves (cilantro)

PRAWN PORK STOCK
40g (1 1/2 oz) pork bones
1.5 (1 1/2 cups) cold water
Prawn (prawn) shells and heads from the prawns used in meatballs
2 tablespoons rapeseed (canola) oil

OTHER INGREDIENTS
20g (2oz) dried bamboo shoots
2 tablespoons rapeseed (canola) oil
2 garlic cloves, minced
1/2 teaspoon sugar
1 tablespoon coarse salt, more or less according to preference
Coriander leaves (cilantro), for garnishing

PREPARE MEATBALLS
To ensure that your meatballs are all even in size, you may choose to roll out the meatball first and then use a ring. You can then pinch and add to adjust the size of each meatball.

1. Peel and devein the prawns and mince with a chopper or blender. Set aside the shells and heads for the prawn stock.

2. Combine the meatball ingredients in a bowl and with a spatula or hand, mix well into a paste. Leave to marinate for about 20 minutes.

PREPARE PRAWN & PORK STOCK

1. Prepare the bones as described on page 302. Then add the stockpot with the bones, and add 1.5 (1 1/2 cups) of water. Bring to a boil and then partially cover and leave the heat to simmer for at least 2 hours. Skim occasionally to remove impurities. Turn off the heat and set aside for a clear stock. Strain with a sieve.

2. Heat a large saucepan over a medium heat and add the oil. Fry the shells until they turn orange and fragrant. Add in the remaining 1.5 (1 1/2 cups) of water. Boil and then lower the heat to simmer for at least 2 hours, skimming off impurities. Strain and reserve the prawn stock using a sieve, pressing down on the shells to extract as much of the flavour as possible.

MEATBALL SOUP
1. Place the bamboo shoots in a saucepan of water and bring to a boil for about 20 minutes. Discard the water and cool the shoots under cold running water. Then julienne the bamboo into strips, about 2 to 3 mm (1/8 in) wide.

2. Heat a stockpot over a medium heat and add the oil. When the oil is glistening, lower the heat and add the garlic. Fry until light golden brown. Remove half of the browned garlic and add to the meatball paste.

3. Add the sugar to the remaining garlic in the pot and stir. Toss in the bamboo shoots and pour in the prawn and the pork stock. Turn up the heat and bring the soup to a gentle boil.

4. Using your hands, roll the meatball paste to form balls about 3cm (1 1/4 in) in diameter.

5. Add the meatballs to the boiling soup. Lower the heat and bring the soup to a simmer. The soup is cooked when the meatballs rise to the surface. Add a few more cups of water if necessary to cover the meatballs. Season with salt.

6. Garnish with chopped coriander leaves (cilantro) and serve in individual soup bowls or a large serving bowl.

REFER TO
A Note on Preparing Stock pg 302



CHICKEN & TOFU LACTO-VEG

INGREDIENTS
1 whole chicken, about 1.4 kg (3 lb)
1.5 (1 1/2 cups) cold water
1 teaspoon whole black peppercorns
1 teaspoon coarse salt
1 teaspoon ground white pepper
2 tablespoons light soy sauce
1 teaspoon sesame oil
About 125 ml (1/2 cup) rapeseed (canola) oil
8 slices of white bread, crusts removed and bread cut into 1cm (1/4 in) cubes
10g (1/4 oz) shallots, finely sliced
Large handful of coriander leaves (cilantro)

MACARONI
40g (1 1/2 oz) uncooked macaroni pasta (also called elbow pasta)

1. Trim off excess skin and fat from the chicken and place in a stockpot, along with the black peppercorns. Cover with water and bring to a boil, partially covered, and then turn heat down to simmer, covered, for another 30 minutes. Skim any impurities from the surface of the stock.

2. Reserving the stock, remove and set aside the chicken to let it cool completely.

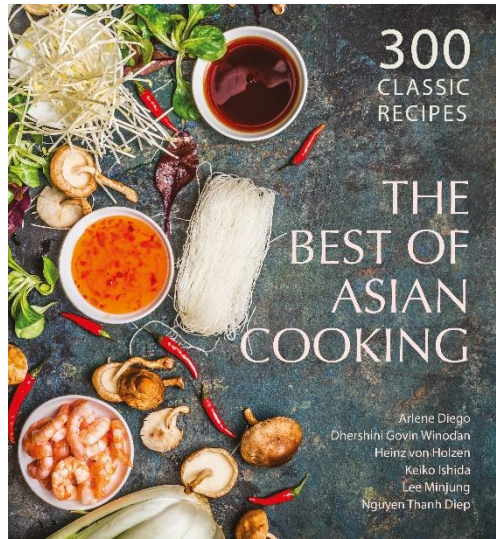
3. Discard the chicken skin and pick off the meat, tearing it into shreds. Reserve the meat and return the carcass to the stockpot and continue to simmer for another 30 minutes. Season the stock with the salt, pepper, soy sauce and sesame oil. Clarify the stock by pouring through a sieve.

4. Meanwhile, heat a wok or deep fry pan over a high heat and fill with the oil. When it is glistening, fry the bread cubes, a small handful at a time. Turn over occasionally. When the cubes turn light golden brown and crispy, use a slotted spoon to transfer them to a plate lined with absorbent paper.

5. Use the same oil to fry the shallots until they turn light brown and fragrant. Remove to a separate plate lined with absorbent paper.

6. Cook the macaroni pasta in salted boiling water, according to box instructions. Test the macaroni when it reaches three-quarters of the cooking time specified on the box to check for al dente consistency. When the macaroni is cooked to your preference, strain the macaroni into a colander and run it under cold water to stop the cooking process.

7. To serve, place some of the macaroni in a bowl and top with chicken shreds. Ladle some soup stock over, garnish with coriander, fried shallots and coriander.



The Best of Asian Cooking

300 classic recipes

Various

Featuring the best recipes from some of Asia's most established cooks, ***The Best of Asian Cooking: 300 Classic Recipes*** is a treasure trove of time-tested Asian recipes.

Brimming with ideas and tips on preparing delicious hearty meals, this volume features exciting dishes such as:

- Chinese prawn dumpling soup
- Chinese fried garlic pork
- Japanese teriyaki chicken
- Japanese sukiyaki beef bowl
- Korean ginseng chicken stew
- Korean kimchi stew
- Filipino crème caramel
- Peranakan pancakes

Prepping meals in the home kitchen has never been easier.

The Authors

Heinz von Holzen, Arlene Diego, Dhereshini Govin Winodan, Keiko Ishida, Lee MinJung and Nguyen Thanh Diep are all food experts in their various professions.

ISBN: 978 981 5084 80 1

Retail Price: SGD 45.00 before GST

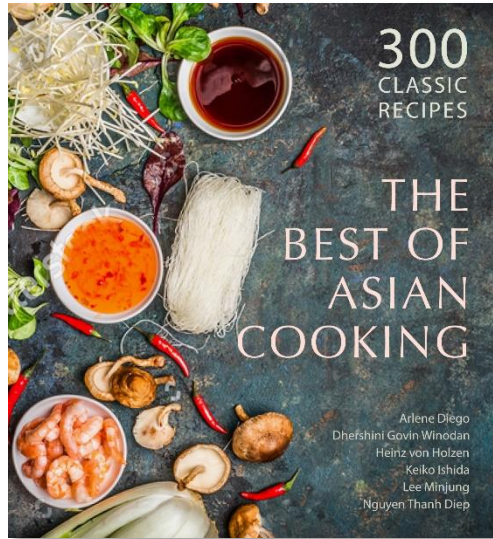
Format: 230 x 210 x 12 mm • Softback • 376 pp

Key Selling Points

- Features a wide range of classic and modern dishes from all over Asia
- Provides an insightful overview of the richness and diversity of Asian cuisine
- Recipes are clear and concise, and easy to follow
- Includes a fully illustrated glossary of ingredients
- With helpful sections on cooking equipment and cooking techniques

Marketing

- Chef profiles – a selection of the most popular Asian chefs coming together in a single, definitive collection.
- Social media tie-ups and giveaways – collaborations with partners, influencers, and digital media sites for added outreach and publicity



tentative cover

The Best of Asian Cooking

300 classic recipes

The Authors

Chef Heinz von Holzen spent many years investigating and documenting Balinese and Indonesian cuisine, and played a key role in promoting both cuisines to the world. He owns several Balinese restaurants in Bali and has a popular following for his cooking classes.

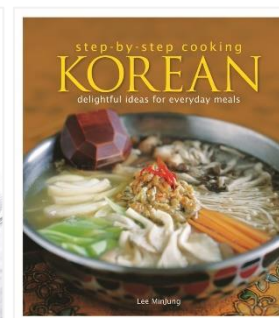
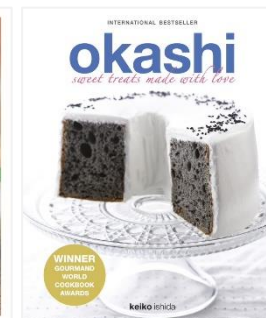
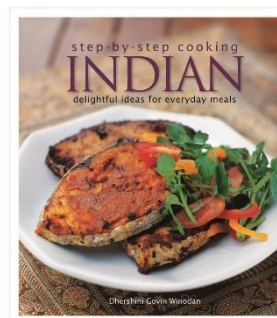
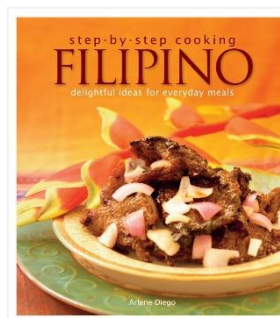
Arlene Diego is a cooking instructor based in Malaysia. She conducts cooking classes, caters for corporate events and contributes articles to various food publications.

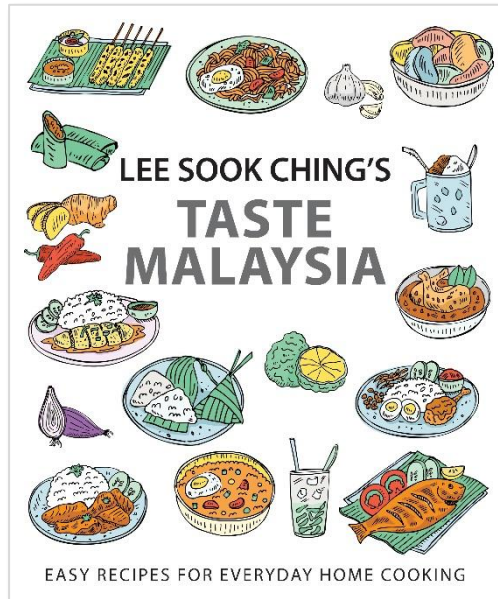
Dhereshini Govin Winodan is part owner of a well-known Indian restaurant in Singapore. She has appeared on television and local radio talk shows to share her views on food, and is a regular contributor to local newspapers and magazines.

Nguyen Thanh Diep studied at the SHATEC Institute of Culinary Arts in Singapore, and is today based in Ho Chi Minh City.

Keiko Ishida was born and raised in Tokyo, Japan. She attended the Ritz Escoffier School, the Lenôtre Culinary School and the Bellouet Conseil Gastronomique School, and apprenticed at the famous bakery Le Triomphe. In 2003, Keiko relocated to Singapore and started conducting pastry classes where she gained a large and loyal following. Her first cookbook, *Okashi: Sweet Treats Made with Love* is a bestseller. Today, Keiko lives in Tokyo with her husband and golden retriever, Cookie, and visits Singapore to conduct pastry classes whenever the opportunity arises.

Lee MinJung was trained as a fashion designer, but studied the art of Korean cooking in Seoul, Korea. She conducts regular cooking classes in Korean, Japanese and Chinese cooking, and specializes in bringing Korean and Chinese cooking techniques and ingredients together to create new dishes with an exciting twist.





Taste Malaysia

Easy recipes for everyday home cooking

Lee Sook Ching

Recreate authentic Southeast Asian dishes at home with this treasury of recipes from well-loved home economics teacher, Lee Sook Ching. With an extensive spread of Chinese, Malay and Indian recipes, this gem of a cookbook will provide you with endless ideas for whipping up delicious meals and snacks. Never wonder what to cook again with choices such as:

- *sweet sour spare ribs*
- *Chinese beef steak*
- *duck stewed with ginger*
- *five spice chicken*
- *egg and fish roll*
- *mussels in preserved soy bean paste*
- *coconut cream*
- *yam puffs*

Complete with an illustrated glossary and comprehensive notes on cooking techniques, this timeless collection will be a welcome addition to any home kitchen.

The Author

The late **Lee Sook Ching** was a well-loved home economics teacher. This treasury of easy home-style recipes stemmed from her years of experience imparting her knowledge and understanding of Malaysian cuisine to her students, family and friends. It was her belief that families should sit down together at the end of every day, to enjoy one another's company over a tasty home-cooked meal.

ISBN: 978 981 5084 79 5

Retail Price: SGD 36.00 before GST

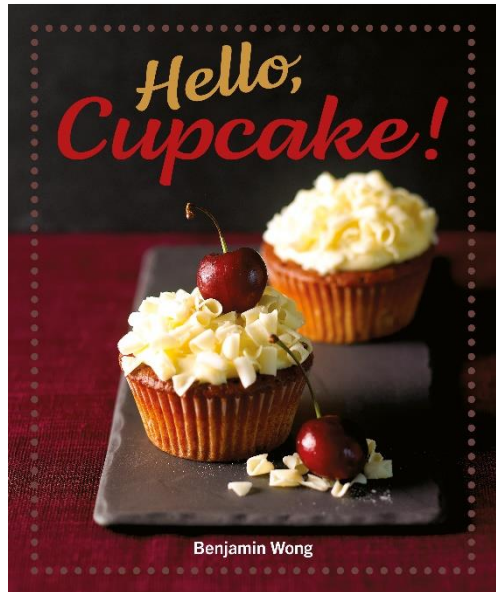
Format: 255 x 210 x 12 mm • Softback • TBC pp

Key Selling Points

- Features more than 170 favourite Malaysian dishes
- Includes a wide range of Chinese, Malay and Indian dishes, from stir-fries and one-dish meals, to snacks and desserts
- Recipes are doable and easy to follow
- Notes on cooking techniques provide additional guidance for new cooks

Marketing

- Chef profile – a classic, well-known figure in the early culinary world.
- Social media tie-ups and giveaways – collaborations with partners, influencers, and digital media sites for added outreach and publicity.



Hello, Cupcake!

Big, bold and beautiful. Cupcakes for every occasion Benjamin Wong

Hello, Cupcake! is a trove of novel recipes for cupcakes (and cake pops) with a twist of individuality. Jazz up any occasion and cater to various preferences with this wide-ranging collection that includes cocktail-inspired creations, Asian-inspired treats as well as healthy alternatives such as:

- Mojito Calling cupcakes
- James Bond cupcakes
- Choya Chill cupcakes
- Tehsi cupcakes
- Milo cupcakes
- Kaya Surprise cupcakes
- gluten-free cupcakes
- kiwi vegan cupcakes
- lemon berry cupcakes

This volume also features countless possibilities for embellishing cupcakes, from chocolate ganache and cheese frosting to intriguing fusions such as orange vodka glaze and coconut rum frosting.

The Author

Benjamin Wong is a banker who has been developing cupcake recipes for years. He shares these sweet treats with family and friends, exciting and delighting them with his adventurous and delectable creations. With encouragement from his loved ones, Benjamin set up an online cake shop, www.totallylusciouscakes.blogspot.com, in 2008, which showcases his creativity and skill in whipping up baked goods for all occasions.

ISBN: 978 981 5084 81 8

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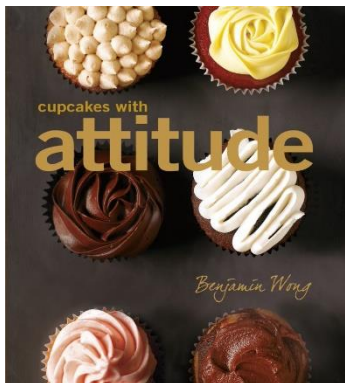
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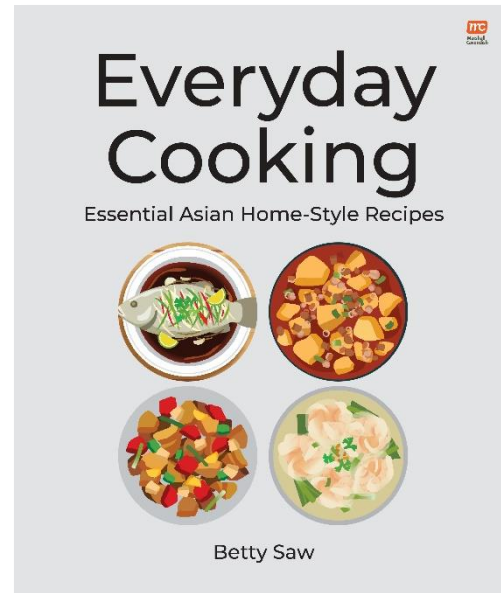
Key Selling Points

- With innovative ideas for cupcakes and cake pops
- Caters to a wide range of preferences and occasions
- Features strong chocolatey and cheesy flavours, fresh fruit and alcohol as well as healthy options
- Includes a comprehensive section on versatile cupcake toppings, from chocolate ganache to alcoholic glazes and a variety of frostings

Marketing

- Popular bakes – a selection easy to make and classic cupcakes that are always a hit with cookbook readers.
- Social media tie-ups and giveaways – collaborations with partners, influencers and digital media sites for added outreach and publicity.





tentative cover

Everyday Cooking

Essential Asian home-style recipes

Betty Saw

A delightful collection of hearty, wholesome home-style dishes by veteran chef and doyenne of Malaysian cooking, Betty Saw. With a complete range of dishes, from meat and poultry to seafood, vegetables, rice, noodles and desserts, Betty's time-tested recipes showcase the richness and authenticity of Malaysian home cooking. This tantalising collection of dishes include:

- soy sauce chicken
- steamed pork with salted fish
- butter prawns with toasted coconut
- Teochew steamed fish
- dried radish omelette
- fragrant yam rice
- vegetable salad
- banana coconut cream with palm sugar syrup

The Author

Betty Saw is a veteran chef informed by more than 40 years of cooking experience. She is a respected food consultant and a household name in Malaysia where she lives. She has appeared on numerous television cooking programmes and she has written more than a dozen cookbooks

ISBN: 978 981 5084 82 5

Retail Price: SGD 36.00 before GST

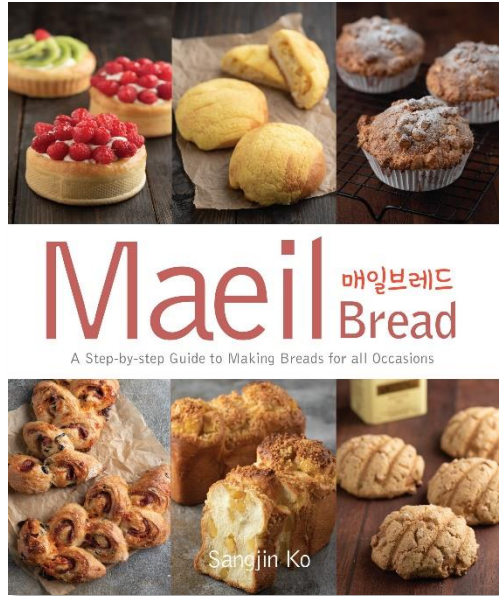
Format: 255 x 210 mm • Softback • TBC pp

Key Selling Points

- Features comforting Malaysian home-style dishes suitable for everyday cooking
- Includes a good mix of dishes from across the various cultures in Malaysia, from Chinese and Malay, to Peranakan and Indian
- Written with clear, user friendly instructions to ensure the recipes easy to follow
- Includes a glossary of ingredients to help demystify unfamiliar ingredients

Marketing

- Chef profile – a selection of the most popular dishes from the doyenne of the culinary world.
- Social media tie-ups and giveaways – through influencers and digital media sites for added outreach and publicity.



Maeil Bread

Breads for all occasions: A step-by-step guide Sangjin Ko

Naturally fermented starters are the key to having delicious, freshly baked loaves daily. In **Maeil Bread**, Sangjin Ko, the baker who introduced naturally fermented bread baking to South Korea and Indonesia, teaches home bakers how natural starters can be used to bake a variety of breads that are suitable for everyday meals and special occasions. From coffee bun and *nama shokupan* (fluffy Japanese white bread), perfect for breakfast with a hot beverage, and savoury bites like scallion miso bread and gorgonzola baguette, to sweet breads such as *pandan srikaya* (coconut egg jam) bread and cinnamon caramel pastry, this collection of innovative bakes make use of ingredients from South Korea, Japan and Southeast Asia. The 35 fully illustrated step-by-step recipes are accompanied by Sangjin Ko's tips on how to control fermentation to ensure successful and flavourful bakes every time.

The Author

Sangjin Ko became the youngest person to receive a National Certificate of Baking and was featured in many TV shows and magazines in South Korea. He won many national science awards for his research on naturally fermented bread.

Sangjin Ko is credited as the person who first introduced natural baking to South Korea and Indonesia through his publications, and he continues to contribute articles on naturally fermented foods and bread recipes to celebrated magazines in South Korea, Malaysia and Indonesia. He is also the author of seven baking books published in Korean and Bahasa Indonesia.

ISBN: 978 981 4928 68 7

Retail Price: SGD 28.00 before GST

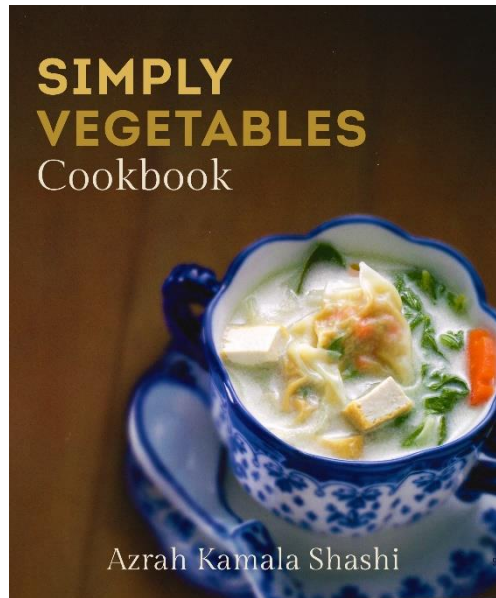
Format: 255 x 210 mm • PB • TBC pp

Key Selling Points

- Sangjin Ko is well recognised in South Korea for his research on baking with natural starters, and teaches natural bread baking in South Korea, Malaysia and Indonesia.
- This collection of easy-to-follow bread recipes will show you how breads are suitable to have for any occasion — at daily meals or as special treats.
- The fully illustrated step-by-step recipes come with tips on how to control fermentation to ensure successful and flavourful bakes each time.
- Many bread recipes focus on European breads, but this collection features innovative creations using ingredients from South Korea, Japan and Southeast Asia.

Marketing

- Niche but growing area – increasing interest in all things Korean; especially in the use of natural, fruit-based yeasts for breads.
- Author profile: well-regarded expert in the field.
- Social media interest.



tentative cover

Simply Vegetables

Bold flavoured plant-based meals

Azrah Kamala Shashi

Whether you're embracing a plant-based diet for reasons of health or sustainability, or merely looking to include more fruits, vegetables, beans and legumes in your cooking, **Simply Vegetables** has all the recipes you'll need to create varied and satisfying meals. Packed with bold flavoured dishes, from mains and salads to soups and snacks, this cookbook promises innovative and tasty dishes that will address your everyday needs.

Savour creative dishes such as:

- young papaya salad
- banana flower salad
- bean curd soup
- fried oyster mushrooms in sweet and sour sauce
- corn and vegetable patties
- Indian fried noodles
- cauliflower briyani
- potato and brinjal gratin

The Author

Azrah Kamala Shashi is a Malaysian-based chef who specialises in Indian, Malay, Filipino, Indonesian and Thai cooking. With more than 30 years of experience as a culinary teacher and food consultant, Azrah is often invited to appear on television and radio shows in Malaysia to share her expert knowledge on food and cooking.

ISBN: 978 981 5084 83 2

Retail Price: SGD 21.00 before GST

Format: 255 x 210 mm • Softback • TBC pp

Key Selling Points

- Perfect for anyone looking for exciting plant-based recipes
- Dishes are innovative and incorporate Chinese, Malay, Indian, Thai and Western flavours and cooking techniques
- With tips on varying the recipes to cater to different tastes and preferences
- Includes a comprehensive glossary of ingredients to provide additional guidance to those new too cooking
- Recipes are written in clear step-by-step format and are easy to follow

Marketing

- Growing area – increasing interest in vegetarian dishes for the home cook.
- Author profile: well-regarded expert that combines the best of ASEAN cooking with plant-based cooking.
- Social media interest



Creative Baking: Deco Marshmallows

Tan Phay Shing

Light and pillowy, with a melt-in-your-mouth texture, marshmallows are a popular treat all over the world. This simple confection is often enjoyed as a topping in hot beverages, toasted over an open fire, or eaten straight out of the bag. Now, the humble marshmallow has been given a whole new twist by creative baker, Tan Phay Shing, who has transformed it with innovative designs and flavours.

In this book, Phay Shing shares her recipes and techniques for making deco marshmallows with options suitable for vegetarians too. Complete with printable templates, illustrated step-by-step instructions and video links, *Creative Baking: Deco Marshmallows* will pave the way for you to start creating these adorable treats whatever your skill level.

The Author

Tan Phay Shing holds a postgraduate degree in Mechanical Engineering and worked in engineering research before she chose to stay at home to spend time with her children. However, her experiments did not end when she left the lab. She continues to conduct experiments, albeit of a different kind, in her home kitchen, where she bakes creative macarons, cookies and chiffons cakes. Phay Shing shares a blog, LovingCreations4U, with Susanne Ng, author of *Creative Baking: Chiffon Cakes* where they interact with readers about their unique and adorable creations.



ISBN: 978 981 5084 19 1

Retail Price: SGD 32.00 before GST

Format: 255 x 210 mm • PB • TBC pp

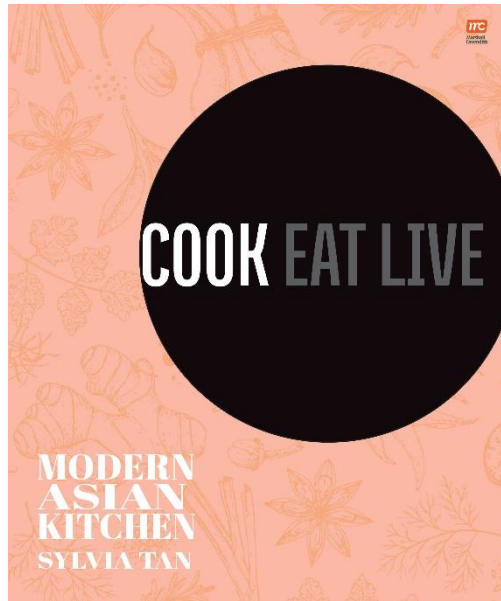
Key Selling Points

- Part of the popular Creative Baking series that features adorable sweet treats, from chiffon cakes and macarons, to choux pastry
- Author is a highly sought-after pastry instructor with 25k+ followers on Instagram: [@phay_shing](https://www.instagram.com/phay_shing)
- Includes fully illustrated step-by-step instructions to guide even new bakers
- Includes printable templates for every design

Marketing

- Popular area – continued and sustained interest in cute cooking, this time for marshmallows.
- Author profile: well-regarded expert in the field.
- Social media interest – will be very high for its aesthetic appeal and because this will be one of few books in its category.





tentative cover

Modern Asian Kitchen: **COOK**

Sylvia Tan

Seasoned home cook and cookbook author, Sylvia Tan knows that life can be busy and cooking shouldn't take hours. This collection of family- and friends-approved dishes offers time-saving tips and ideas for whipping up meals on the double.

The dishes are not only fuss-free and quick-to-do, they are also tasty and full of flavour as can only be expected of Sylvia Tan. Suitable for everyday meals and special occasions, this selection also includes a bonus section on tasty low-fat dishes for days when you just need to cut back a little.

Liven up your daily meals with these excitingly irresistible dishes:

- Indonesian barbecued spare ribs
- Keralan chicken roast
- Healthy laksa
- Spaghetti with lemongrass, chilli and salted fish
- Salted egg cucumber salad
- Roasted spicy cauliflower
- Fish satay
- Pandan crème brûlée

The Author

Sylvia Tan is an award-winning former food columnist and a popular speaker on Singapore's food heritage, Peranakan cuisine and healthy eating. Prior to her focus on food writing, she was an editor for business and national newspapers. Sylvia has written nine cookbooks. Her recipes focus on taste and health, and can be prepared quickly and easily, with a twist to the eating.

ISBN: 978 981 5084 84 9

Retail Price: SGD 36.00 before GST; each

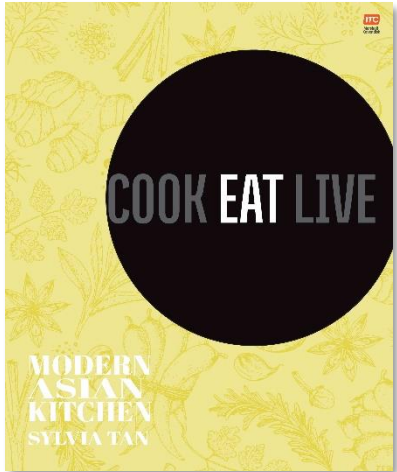
Format: 255 x 210 mm • Softback • TBC pp

Key Selling Points

- Part of a collectible three-book compendium — COOK, EAT, LIVE
- Features time-tested home-style dishes suitable for everyday cooking
- Includes a good mix of dishes from family-style dishes and one-dish meals, to dishes for gatherings and other occasions
- Written with the busy home cook in mind, with shortcuts and time-saving options
- Includes a section on low-fat options for those on special diets
- With a comprehensive illustrated glossary of ingredients

Marketing

- Author's Socials:
 - FB @SylviaTanMadAboutFood
 - IG @wdspice



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Modern Asian Kitchen: **EAT**

Sylvia Tan

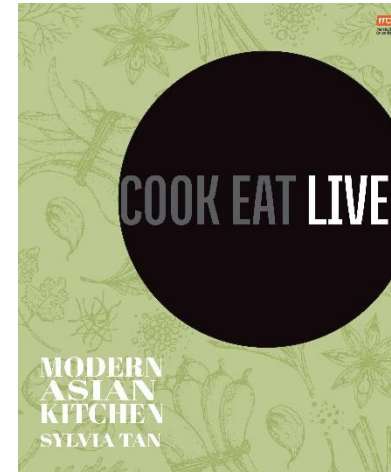
ISBN: 978 981 5084 85 6

Seasoned home cook and cookbook author, Sylvia Tan's approach to food is simple: Enjoy the food you eat. In this collection, she shares a sumptuous spread of all-time favourite Asian dishes, each with a twist — so you can enjoy the food you love to eat while keeping healthy too.

In her signature style, Sylvia's recipes put ease and simplicity at the forefront, and maintain maximum taste and flavour to keep everyone at the table satiated and satisfied.

Transform your favourite dishes with a healthy twist, including:

- Healthy otak-otak
- Char siew
- Baked har cheong kai
- Truffle-scented dumplings
- Fish briyani
- Hokkien mee
- Vegetarian mee rebus
- Christmas pudding frozen yoghurt



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Modern Asian Kitchen: **LIVE**

Sylvia Tan

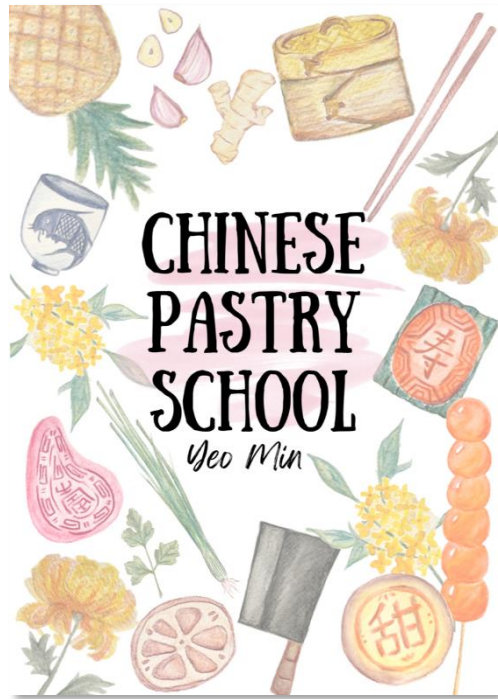
ISBN: 978 981 5084 86 3

Seasoned home cook and cookbook author, Sylvia Tan enjoys having family and friends seated around the table savouring her food and engaging in good conversation. To her, this is a celebration of life.

In this delightful collection of hearty Asian recipes, Sylvia emphasises her signature approach to cooking once again — minimise any time spent in the kitchen and maximise it at the table — with great food, cleverly prepared, to keep cooking stress- and fuss-free.

The recipes have also been tweaked to fit her principles of healthy eating without sacrificing flavour by utilising healthier cooking methods, selecting leaner, more tender cuts of meat and seasoning well with herbs and spices.

- Kiam chye duck soup
- Steamed tofu custard with crispy white bait
- Vietnamese chicken satay
- Hot and sour Sri Lankan fish soup
- Spicy fish wontons
- Green tea rice
- Spaghetti with tomato, ricotta and pistachios
- Healthy ohr nee



Chinese Pastry School

Yeo Min

What kinds of desserts did the ancient Chinese enjoy? Why does the Chinese word for 'sugar' (糖) have the character 'rice' (米) in it? Is there a scientific basis to traditional Chinese pastry techniques?

Find the answers to these questions and more in *Chinese Pastry School* with pastry chef Yeo Min.

Pastries and desserts have long been an understated part of Chinese cuisine. Beyond mooncakes and pineapple tarts, the Chinese pastry repertoire involves a full range of techniques from sugar work to puff pastry; even jelly-making and medicinal soups! Given its long and rich history, however, the craft is also riddled with tightly-held secrets and age-old superstitions that can make it difficult for newcomers to fully grasp its nuances.

Pastry chef Yeo Min demystifies the techniques and provides a comprehensive collection of recipes to guide you through the art of Chinese pastry- and dessert-making, just as a pastry school would. Emerge as a master of the craft with **Chinese Pastry School!**

The Author

Yeo Min is a pastry chef and fourth-generation Singaporean Chinese. Her great-grandparents travelled to Singapore from Southern China in the 1930s and her grandparents were born in Singapore before the Second World War. Her journey in the kitchen started as a necessity when she was an undergraduate student living in London. Her activity of choice when procrastinating school projects was baking in communal kitchens. This inspired her to make a career switch to the food industry after working for two years as a social worker.

ISBN: 978 981 5084 62 7

Retail Price: SGD 48.00 before GST

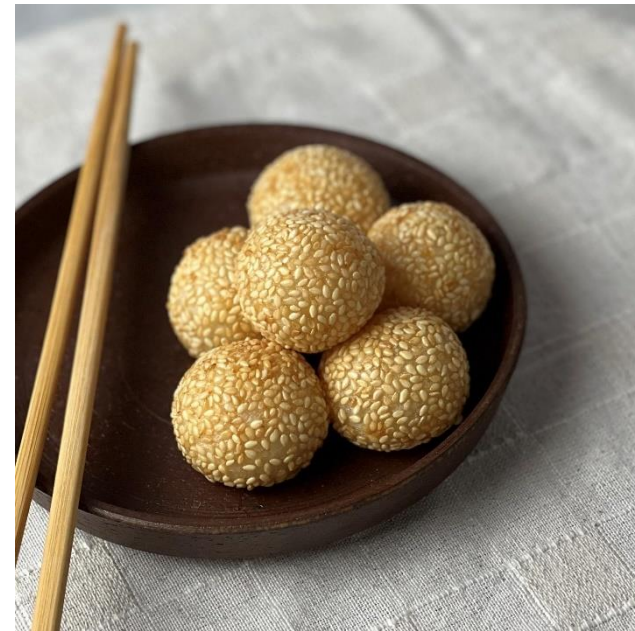
Format: 255 x 210 mm • HB • TBC pp:

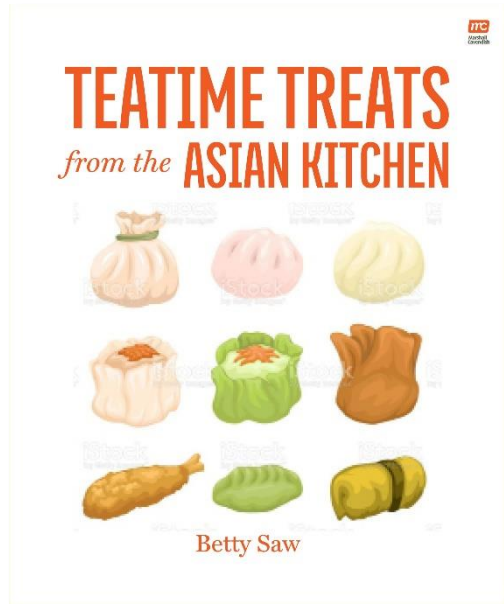
Key Selling Points

- A unique book that offers a comprehensive look at Chinese pastries to help home bakers understand and recreate them successfully
- Makes Chinese pastries more accessible to the younger generation craving to know more about their food heritage.
- Offers insight into the principles that guide Chinese cuisine, including Chinese symbols and motifs, to guide readers to fully understand the craft and avoid misappropriating the culture.
- Includes a glossary of ingredients to help in identifying ingredients used

Marketing

- Unique blend of traditional and modern – older methods of pastry making are given renewed interest.
- Author profile: well-regarded expert in the field.
- High social media interest – via author's IG accounts [@pastoriessg](#) and [@yeomyyy](#)





Teatime Treats from the Asian Kitchen

A collection of Asian favourites to make and bake Betty Saw

Teatime Treats from the Asian Kitchen is a rich and varied collection of recipes for *scrummy and delicious* Asian-style treats by veteran chef and doyenne of Malaysian cooking, Betty Saw. With a wide range of sweet and savoury options from cakes, cookies, pastries, breads, snacks and even beverages, this teatime volume is the perfect companion for anyone looking to make teatime spectacular.

Whip up delightful treats such as:

- pineapple upside-down cake
- pear cake
- rainbow wheels
- sardine rolls
- savoury horns
- cheese and bacon scones
- steamed flower buns
- siew mai
- prawn balls
- kuih pie tee

and many, many more!

ISBN: 978 981 5084 87 0

Retail Price: SGD 36.00 before GST

Format: 255 x 210 mm • Softback • TBC pp

Key Selling Points

- Features comforting Malaysian home-style dishes suitable for everyday cooking
- Includes a good mix of dishes from across the various cultures in Malaysia, from Chinese and Malay, to Peranakan and Indian
- Written with clear, user friendly instructions to ensure the recipes easy to follow

Marketing

- Chef profile – a selection of the most popular dishes from the doyenne of the culinary world.
- Social media tie-ups and giveaways – through influencers and digital media sites for added outreach and publicity.

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