

# Linda West Eckhardt

Writer

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Good Morning,

I'm looking for outstanding food products to include in my newest book and you have been recommended. Although we haven't met, you might know my work from Cooking Light magazine or from other books I've written including The Only Texas Cookbook and Bread In Half The Time, named the best cookbook of the year last year by the International Assn. Cooking Professionals.

I would like to invite you to participate in my latest cookbook venture. I'm under contract to Random House Outlet, New York for an annual book called Linda Eckhardt's Guide to the Best of the Mail Order Foods for 1994-95. I have a five year license and the book will be updated and a new edition presented every July for the next five years in plenty of time to prepare for the busy Christmas season.

I would like to include your company. Do understand, this is a trade book, not a catalog. It costs you nothing but the time and effort it takes to fill out the attached forms, and to gather and send supporting data and product samples. All choices for inclusion are at my sole discretion.

Our vision for the book is that it will get to be like the Michelin Guide To France and will be a book everybody will want every year. We're including not only a description of the foods and the people who prepare them, but also pictures, labels, directions to your retail outlet (if you have one) and maps to your place. We want this book to be the reference book people believe in when they go to buy their Christmas presents or make a vacation trip with stops at some of America's best food places.

We're working on a short deadline (I have to have everything turned in no later than Oct. 15) so I'm going to ask you to please let me hear from you before August 15 if at all possible.

There's a little wiggle room in this deadline, but not much.

I'm really excited about the format the book's going to take. First of all, Random plans a big copy run and a wide distribution. The book will be available not only in book and gift stores, but in discount stores, grocery stores, and airports. Second, since the book will be updated every year, you and I can work to get the word out about your good products, updating your listing - for changes in your line - once a year.

If you have a retail outlet or catalog, we'd also like to suggest you carry this book in your line.

I'll look forward to hearing from you soon. Join me in my personal goal. Let's make this the indispensable guide to good food in America.

Best regards,

Linda Eckhardt

