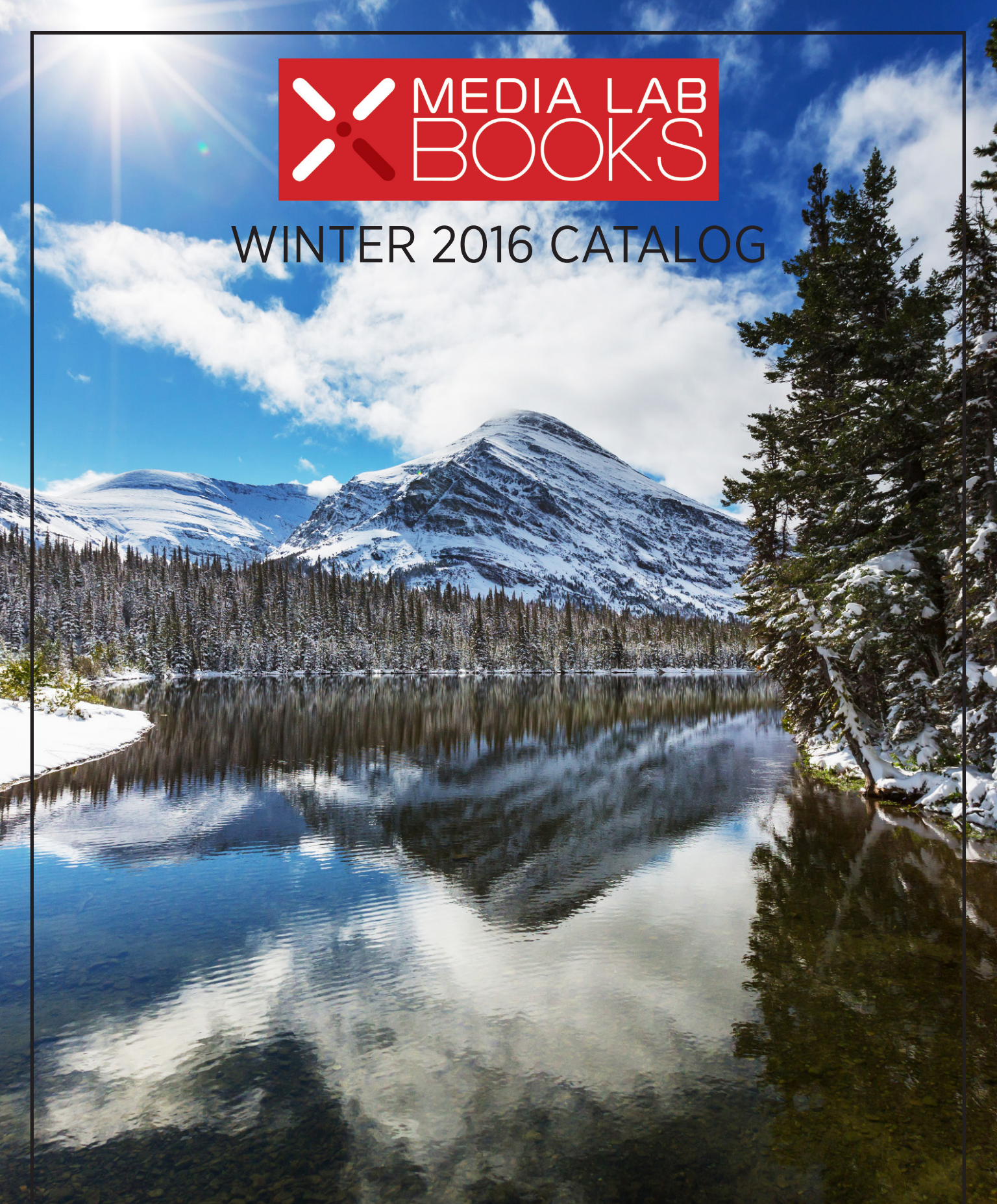




WINTER 2016 CATALOG



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Newsweek



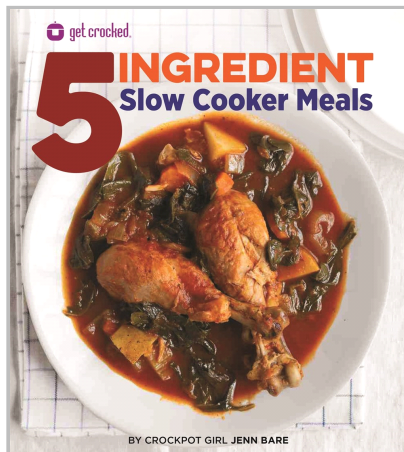
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CROCKPOT GIRL JENN BARE

Get Crocked Five Ingredient Slow Cooker Meals

All With 5 Ingredients or Less!



FEBRUARY

Media Lab Books

Cooking / Methods / Slow Cooking

On Sale 2/16/2016

Trade Paperback , 256 pages

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Carton Quantity: 20

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With the continual growth of slow cooking, there is an identifiable need for quick and easy step-by-step recipes for families on the go.

No one has time to cook these days! The solution? These 200 recipes which offer convenience and comfort to anyone faced with a too-full life and hungry people to feed. With breakfast, lunch, dinner, and dessert options, all made with five ingredients or less, these recipes are quick to fix, easy for anyone to make (whether you're a cook or not!), and delicious and satisfying.

Jenn Bare is a Mom, Chef & the Crock-Pot® Girl. She hosts a weekly "Mom Monday" segment on ABC-15 in Phoenix.

Jenn is the founder of GetCrocked, the #1 resource for slow cooking with over 1.5 million online followers. She innovates recipes daily with her favorite tool in the kitchen, the Crockpot® slow cooker

You can learn more about Get Crocked at:
<http://www.getcrocked.com>

MARKETING

Promotion in weekly newsletter

Banners on getcrocked.com

Social Media outreach: Crock Pot Girl Facebook has 1.5 million followers

Jenn Bare Twitter and Instagram promotion

Jenn Bare mention during interviews and TV appearances

Special retail offer, 3+ = +3%



EASIEST LEMON BROCCOLI

Your kids will eat broccoli from now on after trying this recipe—well, I can't promise you for sure, but I bet they will give it a whirl! Try this delicious side with your next main course.

5 INGREDIENTS

Broccoli
1 lb, broken into florets, cut into bite size pieces

Water
6-8 cups water

White Wine
1/2 cup white wine, any variety

Lemon
1 lemon, zested and juiced

Salt & Pepper
Salt and pepper to taste

PREPARATION

- Turn crock pot white slow cooker and add water. Cook on high 4-5 hours.
- Next, add broccoli to crock pot. Cover and cook on high for 1 hour or until broccoli reaches desired tenderness.
- Turn on stand, just before serving, and stir lemon juice to coat.
- Stir in lemon zest and season with lemon juice if you like it.
- Sprinkle with fresh lemon zest, salt and pepper to taste if desired.



02

AU GRATIN POTATOES

Ditch the boxed potatoes and try this filling and flavorful alternative instead. Slow and simple, this yummy side will have your friends praising your culinary skills for months.

5 INGREDIENTS

Bacon
4 pieces, cut into 1-inch slices

Potatoes
2 medium baking potatoes, peeled and sliced

Cheese
1/2 cup Cheddar or cheddar, freshly grated

Heavy Cream
1/2 cup heavy cream

Salt & Pepper
Salt and pepper to taste

PREPARATION

- In a skillet or slow cooker, sauté 4 slices of a cooking or crock pot safe bacon.
- Remove bacon and set aside. In a skillet, sauté a sliced potato and season with a pinch of salt.
- Layer 1/2 of the potatoes in the bottom of the slow cooker. Sprinkle 1/2 of the bacon over the potatoes and top with 1/2 of the cheese, salt and pepper to taste. Cook for 4-5 hours on high.
- Cook, Gooey love the 2 1/2 hours on high for 30-40 mins.



Index

Bare, Jenn; Get Crocked Five Ingredient Slow Cooker Meals:
All With 5 Ingredients or Less! 2
**Get Crocked Five Ingredient Slow Cooker Meals: All With 5
Ingredients or Less!**; Jenn Bare. 2