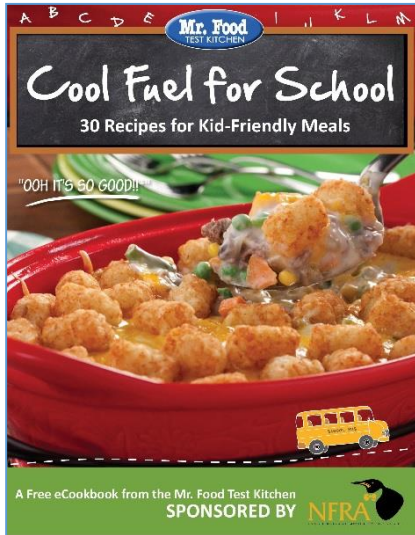




## Our E-Cookbooks Are More Versatile Than Ever!



In addition to including the best seasonal recipe collections from [MrFood.com](http://MrFood.com) and the Test Kitchen, our E-cookbooks are breaking the mold with unique new themes that can be customized to meet the needs of our partners.

Our recent E-cookbook, *Cool Fuel for School*, done in partnership with the National Frozen & Refrigerated Foods Association, was promoted through our e-newsletter, social media, website, and blog. It received more than 100,000 downloads.

[Check out our e-cookbooks here.](#)

## So Many Giveaways; So Little Time



The Mr. Food Test Kitchen is proud to work with some of our favorite cookbook authors, organizations and companies to offer prizes and giveaways to our audience. Through our multimedia platform, these giveaways are promoted to our audience to engage and grow our reach. Some recent prizes have included autographed cookbooks from QVC's David Venable, autographed cookbooks from Amish author, Sherry Gore and other prizes such as a set of Swiss Diamond Cookware and an exclusive MFTK Thanksgiving survival kit.

[Check out our latest giveaway.](#)

## We're making waves on YouTube!

You asked. We answered. We get so many questions about cooking basics and techniques that we decided to answer them in video form. Our How-To videos on our site and on YouTube cover everything from making frosting to the proper way to slice onions—and the list is growing. It's just another way we're expanding our reach online and adding fuel to our multimedia platform. It allows us to go beyond our site and be more interactive with our readers.

[Visit our YouTube page.](#)

