

## **Entrée Press Hires Zimbrick Communications as Agency of Record**

*Entrée Press to partner with consultancy on product, marketing, media*

November 26, 2013 (FPRC) -- Entrée Press, LLC, publisher of the cookbook series "Play with Your Food!™" today announced that Zimbrick Communications (ZC), a Saint Paul, MN marketing and communications consultancy, as agency of record.

"We're excited to work with ZC to bring our titles and products to the marketplace," said Quentin Erickson, author and career publisher with Entrée Press. "ZC has already been a strong contributor to our product development. We're pleased to announce this commitment to take our relationship to the next level as we expand our product line and differentiate our offering in a competitive market."

"It is exciting to work with Entrée Press and bring its series of cookbooks to the marketplace," said Darcy Zimbrick, principal of ZC. "We are incredibly proud of this expanded relationship and look forward to delivering compelling content and stories for the brand."

ZC will provide strategic planning, content development, product editing, marketing, media relations and social media support. Entrée Press plans to launch new cookbook titles, in addition to the four cookbooks currently available, as well as expand into the eBook market.

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### **About Entrée Press, LLC**

Entrée Press is dedicated to helping home-based cooks derive more enjoyment from cooking by encouraging experimentation and improvisation.

Media resources are available at <http://entreepress.com/press-media-articles-company-info/>.

### **About Zimbrick Communications**

Zimbrick Communications is a Saint Paul, MN strategy, marketing and media consultancy. The firm applies disciplines from corporate and client communication to work one-to-one with entrepreneurs, authors, small business owners and thought leaders to tell their story and connect with people.

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### **Keywords**

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