

Entrée Press Announces Exclusive eBook Distribution Through Book Hub, Inc.

'Play with Your Food!™' series of interactive cookbooks will be available as eBooks

November 27, 2013 (FPRC) -- SAINT PAUL, MN – Entrée Press, publisher of the cookbook series 'Play with Your Food!™' today announced a new relationship with Book Hub, Inc. to exclusively distribute its titles as eBooks.

'The distinct format and design of the 'Play With Your Food' interactive cookbooks is optimized for home cooks to — literally — document their experimentation, substitutions and improvisation,' said Darcy Zimbrick, spokesperson for Entrée Press. 'Being in the eBook market for consumers with Book Hub is another key piece of our overall marketing strategy — readers who browse cookbooks and magazines, but do not cook. These eBooks are a terrific way to reach this audience.'

Book Hub has exclusive distribution of Entrée Press's eBook titles through its retail website and associated accounts: Amazon, Barnes & Noble, Kobo, iTunes, Google, Sony, OmniLit, e-Sentral, and Gardners Books and its affiliates.

Over the last five years Book Hub has been a leader in eBook production, design, and customer service in the transitioning eBook publishing industry. It specializes in eBook publishing, including formatting and conversion, eBook distribution to major eBook retail accounts like Apple, Sony, Amazon, Google, Kobo, and Barnes & Noble, eMarketing programs, editing and book design, and all sales operations tasks, including reporting.

Entrée Press will release its existing titles as eBooks this year and in 2014.

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About Book Hub, Inc.

Book Hub, Inc. is an innovative, independent book and eBook publishing company located in the heart of lively downtown Santa Cruz, California. With over 20 years of industry experience, Book Hub specializes in book and eBook production, distribution, and marketing services. From individual services to packages and agreements, we make it simple, customizable, and affordable for authors or publishers around the world to publish their books.

Amidst the industry's transition into the world of ePublishing, Book Hub is reinventing book distribution with innovative strategies and marketing services. We aim to help increase publishers' revenues by providing aggressive eMarketing campaigns that target specific audiences relevant to titles and genres.

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/>.

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