



Culinary Books Promotion

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Publishing, Literature
BENEFICIARY (IES):	Label Cuisine
COUNTRIES COVERED BY THE ACTION:	Niger
PROJECT DURATION:	03/2023 - 12/2023 (10 months)
BUDGET:	EUR 27 033 – EU FUNDING: EUR 21 105 (78 %)
WEBSITE:	N/A

The **'Culinary Books Promotion'** project aims to promote Nigerian culinary culture through cookbooks while diversifying the eating habits of the population by introducing them to new or revamped recipes.

In this context, two cookbooks were written, designed, and published. These include traditional Nigerian recipes as well as innovative ones, aiming to promote the diversity and richness of local cuisine while emphasizing healthier and more balanced eating with a lasting impact on public health.

Launch events were organized to present the cookbooks to the general public, involve authorities and the local population, and celebrate Nigerian culinary culture.

Additionally, a national information and promotion caravan was set up to promote the cookbooks across Nigeria.

Finally, marketing strategies for the books, including online and in-store sales, were established to ensure wide distribution and make Nigerian cuisine accessible to the entire community by facilitating the transmission of recipes and culinary knowledge.