

Adding to her existing stable of hugely successful cookbooks, Australian media celebrity Sarah Wilson today launched her latest fructose-free offering, the I Quit Sugar Christmas eCookbook.

Expanding on the popular format of the Christmas Meal Plan ebook, Sarah has added three new concepts for the festive season. Designed to get individuals through the Christmas period without falling off the sugar free wagon, the cookbook offers six different meal plans to cater for all:

- - Let's Do Brunch: a fresh morning buffet menu.
- - The Summer Barbeque: a fun, outdoorsy menu geared to warmer climates.
- - Traditional with a Twist: the roast 'n' pudding affair, but with less fuss and kinder on your waistline.
- - A Very Veggie Christmas: a festive vegetarian meal plan to serve six.
- - Kid-friendly Feeds: fun meals to keep the kids entertained and fed.
- - The Thanksgiving Banquet: all the traditional favourites with a grown-up spin.

In total, the book offers over 70 delicious and healthy recipes, proving Christmas needn't be the undoing of those trying to live a sugar-free life.

Sarah added: "I'm so excited to share this updated version of the Christmas Cookbook with you. The new meal plans and recipes were all taste-tested by the I Quit Sugar Team (Christmas in October anyone?) and have been given a big thumbs up from all of us. This cookbook truly makes it possible to enjoy a simple, joyful and healthy, sugar-free Christmas."

The book goes on pre-sale today for the sweet price of \$19, available through www.iquitsugar.com. The book is available on general release from late November via all good ebook retailers.

Contacts

Jordanna Levin
61 433 356885
<mailto:jordanna@iquitsugar.com>