



NEW: SALE&PEPE KIDS, THE FIRST MAGAZINE FOR PARENTS AND LITTLE CHEFS

On newsstands from Saturday 26 November with a special Festive Season issue

Segrate, 24 November 2011 – *Sale&Pepe*, Italy's leading upscale cookery monthly, has created ***Sale& Pepe Kids***, the first magazine for parents and little chefs.

On newsstands from Saturday 26 November, *Sale&Pepe Kids* is a fun magazine where food preparation is treated as something to enjoy and where both young and old can let their imaginations roam in the creation of new recipes and enjoying working in the kitchen together to prepare simple dishes.

“For *Sale&Pepe* a passion for cooking and food has always been a fundamental characteristic and with this new title we want to try to involve also children who, through interacting with their parents, can become more familiar with the art of cooking while also having fun,” declared **Laura Maragliano**, the editor of the magazine.

Easy to read and to consult, with a wide range of evocative photographs where children are the protagonists, *Sale&Pepe Kids* provides easy, quick and fun recipes, advice about books and films for children, initiatives from the world of food with reference to children and a column dedicated to games and utensils for little chefs. There is also a page of news and information about the courses of the *Cook&Books Academy* at the Mondadori Multicenter in Piazza Duomo in Milan.

In particular, *Sale&Pepe Kids* offers to both kids and their parents sections such as *Ne voglio ancora* (I want some more), with a complete list of recipes to appreciate with appetising ideas even ingredients that are not so popular with kids; *Questo l'ho fatto io* (I made this) which provides step by step instructions on how to prepare tasty and amusing dishes for children, and *Fatto con loro* (Made with them) where children and parents can prepare a wide variety creative food, both sweet and savoury.

In the *Giorni speciali* section, *Sale&Pepe Kids* offers a rich selection of ideas for games and recipes for parties and special occasions, such as Christmas and birthdays: *Aspettando Babbo Natale* also features suggestions and ideas for decorative solutions, to be eaten or to decorate the Christmas tree.

Sale&Pepe Kids is on sale at newsstands from Saturday 26 November in bound format with 100 pages and with a cover price of €4.50.

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