

Fireworks (Softcover)

Recipes, Techniques, Advice

Jan Braai

THE PITCH

- Over 50,000 Jan Braai books sold – from South Africa to the USA and Czech Republic!
- Jan Braai is a South African phenomenon – he started Braai Day in 2005.
- Extensive national coverage leading up to National Braai Day on 24 September.
- Jan Braai TV series on Kyknet, 2014 season about to begin (26 episodes from July).
- Top 3 Braai books in the world – Gourmand Awards 2014.
- Over 20,000 followers on Twitter, 30,000 on Facebook.

THE BOOK

At last! Jan Braai's first book **Fireworks** is available in softcover!

If anyone knows how to braai, it is Jan. He has braaied with thousands of South Africans, almost every day since the launch of National Braai Day. And he knows what people want to know about braaing.

This is more than a recipe book – it is an instruction manual for braaing – from steak, to the perfect braaied chicken and lamb chops. For the adventurous you could try rack of lamb or lamb on a spit!

South Africa celebrates National Braai Day on 24 September every year. A day for all the citizens of South Africa to unite around braai fires with family and friends. The driving force behind this initiative is a man known as Jan Braai.

THE AUTHOR

Who is Jan Braai? His real name is Jan Scannell and he lives to braai. He started the National Braai Day initiative in 2005 and his aim is to create a national celebration of the one activity all South Africans have in common, regardless of race, language, gender or wealth, cooking over a fire. He holds the world record for the longest braai. His TV series *Jan Braai for Erfenis* has run each year on Kyknet 2011. For more about Jan Braai visit www.braai.com or follow him on Twitter, Facebook or Instagram.

'I like T-Bone steaks, because they are in the shape of Africa.'

Desmond Tutu, Patron of National Braai Day


BOOKSTORM

TITLE
INFORMATION



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