

Embargoed until: Tue 10 July 2018 (9am EST / 2pm BST)

Press release

Kicking cookbooks into the digital age

‘Spotify for cookbooks’ service launches kickstarter for founder subscribers

New York / London, Tue 10 July 2018 [ckbk](#), a new service providing seamless digital access to the world’s best cookbooks, today announced the launch of its [kickstarter campaign](#) with exclusive early access, benefits and rewards for founder subscribers.

ckbk offers unlimited online access to a curated collection of cookbooks, including over 100,000 recipes. The cookbooks were selected with input from hundreds of leading chefs and food writers including Nigella Lawson, Yotam Ottolenghi and Fergus Henderson.

“We have been thrilled by the response to ckbk since we announced the service earlier this year” said Matthew Cockerill, co-founder of ckbk, “Our inbox has been overflowing with people joining our wait list. With ckbk now in beta testing, we are excited to be able to offer early access to founder subscribers through our Kickstarter campaign.”

The [ckbk kickstarter video](#) features culinary icon Harold McGee, renowned British chef and food writers including Olia Hercules and Felicity Cloake whose popular Guardian cookbook recipe column, *Perfect*, helped inspire ckbk.

According to Harold McGee, author of *On Food and Cooking*, “ckbk offers expert guidance to home and professional cooks alike, making the best cookbooks more accessible than ever before”.

“With the launch of ckbk, we are creating an online community where cookbook lovers who want to cook to their best, will be able to share hints, tips, photos and recommendations for their favorite cookbook recipes, even creating ‘recipe playlists’,” said Cockerill. “Our founder subscribers will form the heart of this community”.

Rose Levy Beranbaum, author of *The Cake Bible* and other bestselling baking titles, commented “I’m delighted to be among the first to have a cookbook featured on this exciting new site!”

Nadia Arumugam, ckbk's US-based co-founder said "ckbk is the ultimate, go-to cooking resource for cooks everywhere. We cover all world cuisines with tried and tested recipes crafted by expert chefs and food writers. Whether your tastes run to Vietnamese street food or Louisiana-style BBQ, ckbk satisfies every craving."

ENDS

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About ckbk

ckbk, based in London and New York, is the ultimate digital subscription service for anyone who loves to cook. It offers instant, unlimited access from any device to the full content of hundreds of the world's best cookbooks, licensed from leading publishers. The cookbooks have been selected based on the recommendations of hundreds of leading chefs and authors who contributed to the 1000 Cookbooks project. The collection is comprehensive and wide-ranging, including contemporary authors such as David Tanis, Tessa Kiros, Naomi Duguid and Thug Kitchen; old favorites including Marcella Hazan, Paula Wolfert, Ken Hom and Keith Floyd, and culinary bibles such as Escoffier, On Food & Cooking and the Oxford Companion to Food.

About the founders

Matthew Cockerill, based in London, co-founded pioneering open access publishing startup BioMed Central, now part of SpringerNature, which revolutionized academic publishing.

Nadia Arumugam, born in Malaysia and based in New York, is an award-winning food writer, editor, cookbook author and restaurant investor.

Further notes

- ckbk is written in lowercase (unless part of all caps headline)
- ckbk is pronounced "cookbook"
- ckbk kickstarter campaign runs from Tue 10 Jul 2018 (9am EST) to Thu 9 Aug 2018

Links

- Kickstarter campaign: <http://bit.ly/ckbkkickstarter>
- Website: <http://www.ckbk.com>
- About the ckbk service: <https://www.ckbk.com/features/>
- Launch video: <http://www.vimeo.com/ckbk/kickstarter>
- Press kit including logos, infographic, founder bios: <http://www.ckbk.com/presskit>

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