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Thank you for your interest in Wimmer Cookbooks Distribution. As you may know, we typically distribute only those books we print. For this reason, we are especially proud to introduce, feature and promote your title.

This packet is designed to explain the process, and likewise, the many advantages of selling your book through Wimmer Cookbooks Distribution.

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Benefits of Wimmer Cookbooks Distribution

Wimmer Cookbooks began offering distribution more than 20 years ago, as a service to print customers. Since that time, we have continued to revise, update and expand our services and, for that reason, remain competitive in today's fast-paced "information age."

Though our annual catalog is certainly a highlight, Wimmer Cookbooks Distribution is more than catalog sales. Storage, fulfillment services, trade show presence and Internet exposure are just a few of the many extras we offer distribution customers. Also, unique among distributors is our encouragement of direct or retail sales—which, it is no secret, lead to the greatest amount of profit.

As your printer, we are committed to helping you sell your cookbook through every means possible: wholesale, *and* distributor outlets. Having worked with you from the beginning, we recognize the amount of effort and time you put into your publication. In light of this fact, we pledge to increase the value and effectiveness of your time and expand the parameters of your market, through our packaging, shipping, inventory, trade show, Internet and catalog offerings.

Selected Services:

- Annual four-color *Coast to Coast* catalog and supplement mailed to over 5,000 accounts and distributed at all trade show and promotional events.
- Relationships with large chain bookstores—such as *Barnes & Noble*, *Borders* and *Waldenbooks*—and other buyers—such as *Ingram*, *Baker & Taylor*, *Amazon.com*, gift stores, gourmet stores, wholesale clubs, Web sites, and catalog companies across the country.
- Presence at national and regional trade shows, conventions and conferences.
- Internet exposure through our company Web site, www.wimmerco.com and on-line catalog.
- Inventory control.
- Fulfillment of all case orders with no handling charge. You are responsible for freight charges only—charges that you, in turn, apply to your customer.
- Drop shipment to approved cookbook distributors. You are responsible for freight charges only, **and then must bill the distributor for the cost of books.**
- Storage in the secure, insured warehouse located at our own facility.

Frequently Asked Questions

Q: *What is the difference between distributors and wholesalers?*

A: Both distributors and wholesalers supply books to retailers, bookstores, gift shops, chain stores and large buying groups. A distributor supplies the books, as well as markets them, however, while a wholesaler only supplies them.

Q: *How does Wimmer Cookbooks market and sell your cookbook?*

A: Wimmer Cookbooks markets and sells your cookbook in many ways. First, we produce a full-color catalog each year, followed by a separate full-color supplement. Additionally, we represent your cookbook at gift, gourmet and book trade shows; promote your book on the Internet; target new accounts using various research avenues; facilitate incoming customer/distributor/retailer sales calls; and submit a new title card to major book chain store accounts. On occasion, we also work with Sales Representatives who personally present your book to individual book/gift stores, giving you maximum exposure.

Q: *How long has Wimmer Cookbooks offered distribution?*

A: The distribution division was introduced in 1976, as an added service to customers. Wimmer Cookbooks was founded in 1946, however, and is recognized as the oldest Community Cookbooks distributor in the United States. In our more than 60 years of business, Wimmer Cookbooks has developed a national market, and thus, distributes orders to accounts across the country.

Q: *What are the benefits of buying directly from a distributor?*

- A:**
1. Buyer may order a variety of cookbooks from one place– in other words, the distributor offers “one-stop” shopping for the buyer.
 2. Buyer is able to mix titles in a single shipment to reduce freight costs.
 3. Buyer is responsible for a single billing.

Q: *How does one decide to use Wimmer Cookbooks Distribution?*

A: Ultimately, the decision to sell through distribution is a financial one. Most national retailers (and many regional ones) buy exclusively through distributors; at the same time, most distributors buy your book at a 60% discount or greater. Hence, you need to think about the marketing strategy for your book, and further, about how much profit you aim to make. Note: Your Publishing Consultant will help you determine if distribution is right for you.

Q: *Should my cookbook be listed through more than one distributor?*

A: While we hope to be your “number one distributor,” we do encourage you to sell your title through as many avenues as possible. With that said, please read other distribution contracts carefully, as they may want *exclusive* rights to your title (Note: Exclusivity is a negotiable term; agreements can be made to have more than one distributor). You will also want to check the company’s credit status.

Q: *How is Wimmer Cookbooks different from other distributors?*

A: Since Wimmer Cookbooks Distribution warehouses the books at our manufacturing facility, there are no freight costs involved. Additionally, we will ship your book from our warehouse to other distributors and retailers (known as drop shipments and fulfillments, respectively), with no handling charge; assuming orders are shipped in whole cases, the only fulfillment expense is shipping.

Q: *How do I request a fulfillment?*

A: To place your own orders you will need to log into the following link:
<http://fulfillment.mercuryprtg.com/v5fmsnet/oe.asp?pos=MPCWB&v=3>

Q: *How do I know how many books Wimmer Cookbooks has sold?*

A: Sales reports are currently on the website. The “Product Shipped” report is for distribution customers. The only information you will need to enter is the date range. This will show how many cookbooks Wimmer Cookbook sold and how much you are due. Inventory reports are currently on the website and may be accessed at any time. The “Product Transaction Summary” is your inventory report. The only information you will need to enter is the date range.

<http://fulfillment.mercuryprtg.com/v5fmsnet/oe.pos=MPCWB&v=3>

Q: *Which customers do I bill for my books?*

A: Wimmer Cookbooks will bill you only for shipping costs; it is your responsibility, as Publisher, to bill these accounts for the sale of your book.

Q: *Does it cost anything to store my books at Wimmer Cookbooks?*

A: The date your storage fee begins (or began) is specified in your manufacturing contract. The fee based on the number of skids remaining in storage at the end of each month, and the rate is \$15 per skid, per month. Note: Each skid holds approximately 800–1000 books.

Drop Shipments

POLICIES & PROCEDURES FOR SHIPPING TO OTHER DISTRIBUTORS

Drop shipment is an optional service whereby our warehouse staff ships books from your inventory in our plant directly to another distributor's warehouse.

The process is as follows:

1. When another distributor calls for direct shipment, we check our files to make sure the *Drop Shipment Authorization Form* has been signed and returned. Note: We will not drop ship without written authorization.
2. If approved, a delivery ticket is prepared, and the shipment leaves our dock within three working days.
3. Shipments are made via Fed Express Ground or a reputable truck line, depending on weight. Note: We are committed to shipping in the most economical way, and continually "comparison shop" truck lines to accomplish this goal.
4. Following shipment, we bill you, the publisher, for shipping only. Upon receipt of this invoice, you will need to bill the distributor for the cost of books; as a standard, distributors do not pay shipping.



COOKBOOK DISTRIBUTORS

The following is a list of established cookbook distributors. We provide these names as a resource for you, and thus, do not endorse their use in any way.

Wimmer Cookbooks Distribution
4650 Shelby Air Drive
Memphis, TN 38118
(800) 548.2537
(901) 362.8900
website: wimmerco.com

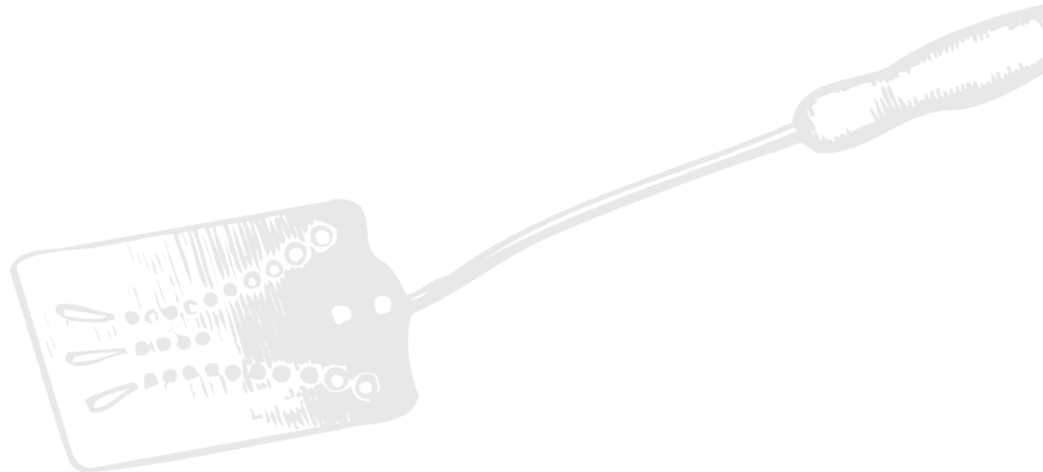
Dot Gibson Publications
Dot Gibson Distribution
P.O. Box 117
Waycross, GA 31502
(912) 285.2848
website: dotgibson.com
email: dot@dotgibson.com

Cachepot Collections
P.O. Box 61058
Palo Alto, CA 94306
(650) 941.6143

RGU Group
560 West Southern
Tempe, AZ 85282
(480) 736.9862
website: rgugroup.com

Note: RGU Group specializes in Southwest and West Coast cookbooks.

Sunbelt Publications
1250 Fayette Street
El Cajon, CA 92020-1511
(619) 258.4911
website: sunbeltpub.com
email: mail@sunbeltpub.com



Fulfillments

POLICIES & PROCEDURES

Fulfillment is an optional service whereby our warehouse staff ships orders to your wholesale and/or retail customers.

FULFILLMENT PROCEDURE:

- To place your own orders you will need to log into the following link:
<http://fulfillment.mercuryprtg.com/v5fmsnet/oe.asp?pos=MPCWB&v=3>

FULFILLMENT POLICIES:

- Wimmer Cookbooks bills you for shipping charges only. Upon receipt of this invoice, you are responsible for billing the customer for books and shipping charges.
- Fulfillment shipments are completed within three working days of receipt of the *Order*.
- We ship Fed Express Ground on orders weighing less than 200 pounds; a truck line is used on orders in excess of 200 pounds.
- Wimmer Cookbooks does not fulfill C.O.D. orders.
- We encourage your accounts to order in full case quantities, as additional charges will apply for broken carton orders.

FULFILLMENT HANDLING CHARGES:

The individual carton shipment charges are as follows:

Unbroken carton rate:	Free
Broken carton rate:	\$2.00 single copy
	\$4.00 multiple copies (to same address)

Additional handling and label charges may occur, if special shipping instructions are requested. These rates will be discussed prior to shipping. You will receive an invoice for freight and any applicable handling charge and, as always, you are responsible for invoicing your customer for books and shipping charges.

Group Shipments

Policies & Procedures for Shipments to Publisher

Before your book is finished, you must determine how you will receive oversized shipments, arriving by tractor trailer truck. Ideally, such shipments will be received at a loading dock or similar receiving area. If you do not have access to a loading dock, Wimmer Cookbooks will arrange for inside delivery.

We receive a volume discount from many transportation companies and, as available, will pass such savings along to you. Note: Inside delivery, call before delivery, and various other services are available, at an additional charge.

There is no handling charge for direct shipments to you when a FULL SKID is requested; Wimmer Cookbooks simply bills you for freight costs, in this case. If you have a special request that requires the rearrangement of a skid, however, you will be charged a \$60 fee. This charge covers the cost of rearranging cartons and changing inventory in the computer for every skid involved.

The packaging of your skids is specified in your manufacturing contract. Unless otherwise agreed, skids will be packed with cartons of either 6 or 12 books. Note: In light of the aforementioned fees, it is important you consider the ways in which your books will be packed and shipped, prior to printing.



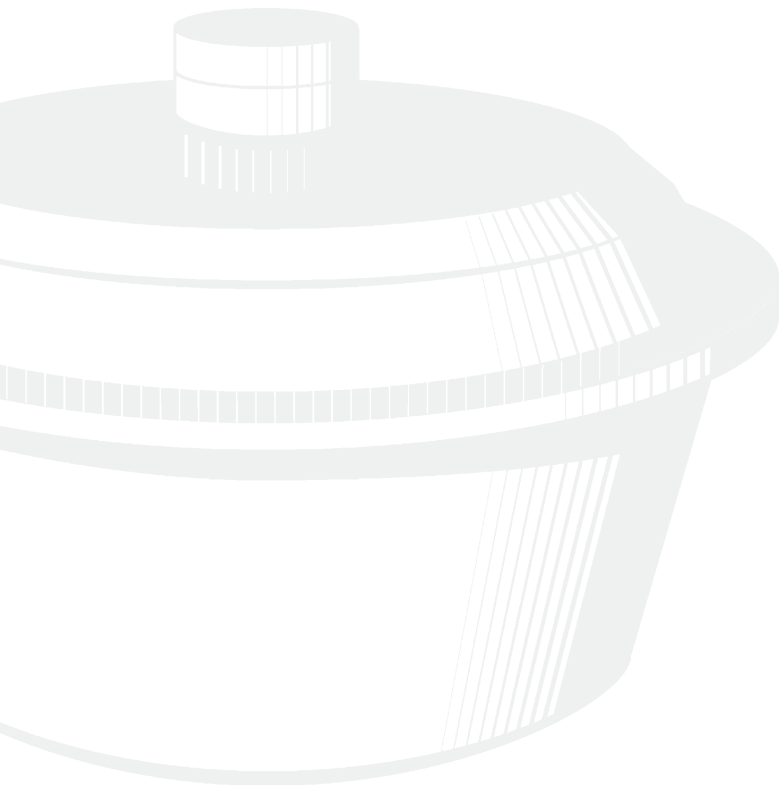
Storage

Only a small percentage of cookbook publishers have storage space for their books; therefore, a majority of Wimmer Cookbooks publishers opt to store their books in our fully-insured storage warehouse.

As stated in your contract, a monthly storage fee will begin, once your established “free period” expires. This “free period” starts the month after your book is received into inventory.

Storage fees are based on the number of skids remaining in inventory at the end each month. The storage rate is \$15 per skid, per month.

A skid, on average, contains 800-1000 books. Each is shrink-wrapped in plastic, to identify any tampering or damage.



Distribution Agreement

Wimmer Cookbooks hereby agrees to enter Publisher's cookbook into its distribution program for resale by Wimmer Cookbooks to various wholesalers around the country.

The following terms are in agreement:

- Publisher will sell cookbooks to Wimmer Cookbooks at 60% off the established retail price.
- Publisher will pay freight expense when cookbooks are shipped to Wimmer Cookbooks for distribution.
NOTE: As many as one skid of books (approximately 1,000 copies) may be held in the Wimmer Cookbooks warehouse free of charge for the purpose of distribution only.
- Publisher will pay \$100 per year for each title printed by Wimmer Cookbooks and \$250 per year for any title not printed by Wimmer Cookbooks.
NOTE: Wimmer Cookbooks will distribute a cookbook not printed by Wimmer Cookbooks only if Publisher has another title (in distribution) that was printed by Wimmer Cookbooks.
- Publisher will pay a one-time new book fee of \$50.00 for setup with Ingram Book Group (IBG) if not already active.
- Publisher will provide Wimmer Cookbooks with enough cookbooks to fulfill orders through the life of the catalog.
- Publisher will allow Wimmer Cookbooks to remove as many as twelve samples annually for distribution to wholesale buyers and up to 12 for use in various Wimmer Cookbooks promotions.
- Wimmer Cookbooks will market Publisher's cookbook through a catalog, annual supplement (if applicable), online catalog and at various trade shows and conferences.
- Wimmer Cookbook Publishers can access Publisher's Sales Reports and Inventory Reports on line any time.
- Wimmer Cookbooks will pay publisher on the 20th of each month for all cookbooks sold 90 and 120 days prior.
NOTE: Publisher is paid (by Wimmer Cookbooks) on the same schedule in which Wimmer Cookbooks is paid by each respective wholesaler.
- Wimmer Cookbooks sells cookbooks to wholesalers on a non-returnable basis.
- Upon completion of each catalog year, Publisher may opt to remove cookbook from the Wimmer Cookbooks distribution program.
- Termination of the Distribution Agreement can be made (by either party) by a 30 day written notice.

Please complete the following information and return to Wimmer Cookbooks Distribution:

COOKBOOK TITLE _____

PUBLISHER _____

STREET ADDRESS _____

CITY, STATE, ZIP _____

PHONE/FAX NUMBER(S) _____

AUTHORIZED SIGNATURE _____ DATE _____

EMAIL ADDRESS (IF AVAILABLE) _____

*Should any of this information change, please submit changes in writing to Wimmer Cookbooks Distribution ASAP.

(PLEASE RETURN THIS FORM TO WIMMER COOKBOOKS DISTRIBUTION)

Drop Shipment Authorization

I, _____ authorize Wimmer Cookbooks
(publisher name)

to drop ship _____ to the following distributors:
(title of book)

DISTRIBUTOR NAME: _____

DISTRIBUTOR NAME: _____

DISTRIBUTOR NAME: _____

DISTRIBUTOR NAME: _____

DISTRIBUTOR NAME: _____

DISTRIBUTOR NAME: _____

If you would like to distribute your cookbooks through a distributor that is not listed on page 7, please provide the following information:

DISTRIBUTOR NAME: _____

CONTACT NAME: _____

STREET ADDRESS: *(No P.O. Box for UPS or FedEx delivery.)* _____

PHONE: _____

FAX: _____

Do not distribute my cookbook to any other distributor.

(PLEASE RETURN THIS FORM TO WIMMER COOKBOOKS DISTRIBUTION)

Fulfillment Authorization

I, _____ , authorize Wimmer Cookbooks
(publisher name)

to fulfill orders of _____ to wholesale
(title of book)

and/or retail customers.

(PLEASE RETURN THIS FORM TO WIMMER COOKBOOKS DISTRIBUTION)

Storage Authorization

I, _____ , authorize Wimmer Cookbooks Distribution
(publisher name)

to store _____ .
(title of book)

(PLEASE RETURN THIS FORM TO WIMMER COOKBOOKS DISTRIBUTION)

**Request for Taxpayer
 Identification Number and Certification**

DISTRIBUTION AGREEMENT

**Give form to the
 requester. Do not
 send to the IRS.**

Print or type
See Specific Instructions on page 2.

Name		
Business name, if different from above		
Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor	<input type="checkbox"/> Corporation	<input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶
Address (number, street, and apt. or suite no.)		<input type="checkbox"/> Exempt from backup withholding
City, state, and ZIP code	Requester's name and address (optional) Wimmer Cookbooks 4650 Shelby Air Drive Memphis, TN 38118-7405	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. For individuals, this is your social security number (SSN). **However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3.** For other entities, it is your employer identification number (EIN). If you do not have a number, see **How to get a TIN** on page 3.

Social security number
or
Employer identification number

Note: If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), **and**
- I am not subject to backup withholding because: **(a)** I am exempt from backup withholding, or **(b)** I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or **(c)** the IRS has notified me that I am no longer subject to backup withholding, **and**
- I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item **2** above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item **2** does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here	Signature of U.S. person ▶	Date ▶
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Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

U.S. person. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee.

Note: If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Foreign person. If you are a foreign person, use the appropriate Form W-8 (see **Pub. 515**, Withholding of Tax on Nonresident Aliens and Foreign Entities).

Nonresident alien who becomes a resident alien.

Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the recipient has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement that specifies the following five items:

- The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
- The treaty article addressing the income.
- The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
- The type and amount of income that qualifies for the exemption from tax.
- Sufficient facts to justify the exemption from tax under the terms of the treaty article.

Catalog Copy Form

Please complete all information for catalog listing:

COOKBOOK TITLE _____

PUBLISHER _____

AUTHOR/EDITOR _____

ADDRESS _____

ISBN _____

UPC CODE (IF AVAILABLE) _____

PUBLICATION DATE _____

RETAIL PRICE _____

NUMBER OF RECIPES _____

NUMBER OF PAGES _____

TYPES OF RECIPES (*Cajun, Southern, Low-fat, Regional, etc.*) _____

MENU SUGGESTIONS _____

Please give a concise promotional description of your cookbook:

Please name the THREE best or favorite recipes in the cookbook:

Please list FIVE of the book's most prominent, most unique selling features:

If your book supports charitable causes, please describe:

Circle no more than THREE categories into which your cookbook fits:

*Award winning
Game
Journals
Quick and Easy*

*Cancer/Illness
General
Junior League
Reference*

*Children's
Healthy & Light
Men's*

*Cuisine Specific
Holiday
Non Regional*

*Ethnic
Inspirational
Non Cookbooks*

(PLEASE RETURN THIS FORM TO WIMMER COOKBOOKS DISTRIBUTION)