



For Immediate Release

42 Restaurants: Gourmet Recipe Cookbook on the iPhone

42 Restaurants, a gourmet cookbook and restaurant guide in one user-friendly iPhone application, is now available from the [iTunes App Store](#). 42 Restaurants showcases a collection of recipes and images chosen from some of the very best restaurants in the world. The application is for food lovers or anyone who is inspired by the finer things in life, and the design complements the beauty of the iPhone.

An iPhone food application with recipes from some of the greatest chefs around the globe

Cape Town, South Africa, 17 June 2009

42 Restaurants is a unique cookbook and a unique iPhone application. It allows every recipe to come to life through a distinctive presentation inspired by the dish and by the branding of the restaurant where it originated - quite unlike any other iPhone food application, or cookbook for that matter. Just short of 50 interesting and eclectic recipes from some of the best chefs in the world are presented with a custom design for each. Entrées, hors d'oeuvres, main dishes and desserts are colorfully displayed and carefully organized to ensure unity in the diversity.

Top of the range restaurants contributed to this iPhone restaurant-guide-meets-gourmet-cookbook. Restaurants were chosen for their local and international appeal, innovation and varied menus. The list includes a combined total of 40 Michelin Stars. Many James Beard award winning chefs and restaurants listed in the S. Pellegrino list of World's 50 and 100 best restaurants are also participating. More restaurants will be added in future and are free via update to customers.

Featured restaurants include: *The Spotted Pig, Picholine, Public, Aqua, Coi, SPQR* and *Michael Mina* from the United States; *St. John Bar and Restaurant, Le Gavroche, The River Café* and *Sketch* from the United Kingdom; *Les Prés d'Eugénie* from France; *Schwarzwaldstube, Tantris* and *Aqua* from Germany; *Zuma* from Hong Kong; *Biko* from Mexico; *Oaxen Krog* from Sweden, *La Rosetta Restaurant* from Italy, *Le Quartier Français* and *La Colombe* from South Africa and *Rockpool* and *Vue de Monde* from Australia. Among the contributing chefs are: *Michel Guerard, Laurent Torondel, Neil Perry, Margot Janse, Harald Wohlfahrt, Fergus Henderson, Michel Roux Jr, Nate Appleman, Terrance Brennan, Rose Gray* and *Ruth Rogers*.

Each restaurant submitted the recipe of their choice, resulting in a varied array of lavish dishes to choose from. Many signature dishes are included, notably the *Langoustines in Five Ways* from the kitchens of French master chef Pierre Gagniere of *Sketch: Lecture Room and Library*, the Michelin-starred London Restaurant. Wine combinations by expert sommeliers accompany recipes, making it possible for the cook at home to create the closest possible experience to dining at the restaurant. Every featured recipe is a feast for all the senses, not only the taste buds. And even though some of the preparation methods are intricate, half of the dishes take only half an hour to create.

42 Restaurants makes use of unusual yet intuitive ways of navigation, creatively optimizing the ability of the iPhone screen to rotate between landscape and portrait mode. In landscape mode, uniquely designed recipe covers are attractively displayed next to one another in a flow view. Users can scroll through the various covers and tap to access a descriptive overview of the recipe on the back, in a style similar to Apple's cover flow. Recipes can be marked as favorites for later reference, and shared via email.

Upon rotating the screen to portrait mode the profile pages of each restaurant are accessed. In addition to detailed recipes, up-to-date information about the featured restaurants makes 42 Restaurants a useful tool as a restaurant guide. Details about the food, ambience, design and achievements are easily accessible, accompanied by chef biographies and a photo gallery for each restaurant. The application contains over 200 full-screen professional photographs. Restaurants can be phoned or emailed directly from the iPhone with the tap of a button, and their location is also provided by way of Google Maps.

Application Features:

- + Over 42 inspiring recipes
- + Each restaurant has a unique design
- + Measurements in Imperial and Metric
- + Wine pairing suggestions
- + Store recipes as favorites
- + Detailed descriptions of restaurants
- + Photo gallery for each restaurant
- + Chef biographies
- + Phone / email restaurants directly from iPhone
- + Find restaurant locations on Google Maps
- + Share recipes with friends over email
- + Detailed, illustrated help files.

Minimum Requirements:

Requires iPhone OS 2.2 or later

Pricing and Availability:

At an introductory special offer of \$6.99 (USD), the application can be obtained by going directly to the iTunes store, or by visiting www.42restaurants.com . After 7 July 2009 the application will sell for \$8.99 (USD). A free version, called 42 Lite, will be available in the iTunes store mid-to-late June 2009. It will have the same functionality as the full version, but will include only four taster recipes.

While more expensive than the average iPhone application, co-founder Michael Gaylord is confident that there is long-term value in 42 Restaurants. "The same way you would expect to pay more at one of our featured restaurants than at your local neighborhood

eatery, it is the quality of content and visual appeal of 42 Restaurants that sets it apart.” 42 Restaurants does away with average quick-fix dinner recipes and brings world-class cuisine to every kitchen.

Links:

42 Restaurants Website: www.42restaurants.com

iTunes Store Page: <http://itunes.com/app/42Restaurants>

Demo Video: www.42restaurants.com/blog/2009/06/caught-on-film.html

Press Page: www.42restaurants.com/blog/press

High Resolution Screenshot: <http://www.42restaurants.com/press/screenshot-hr01.jpg>

Low Resolution Screenshot: <http://www.42restaurants.com/press/screenshot-lr01.jpg>

42 Restaurants is the creative passion of designer Margaret Grobler and developer Michael Gaylord, whose small team has a good track record in web site and user interface design. Located in Cape Town, South Africa, working under the freelance aliases Design Culprit and Bytesizecreations, Margaret and Michael often team together, and share a common love for good food and iPhones. They were involved in the user interface for an online chess playing application, ChessCube, that was nominated as a semi-finalist for the prestigious Adobe Max Award in 2008. They are currently working on their second iPhone application. All Material and Software (C) 2009 42 Restaurants / All Rights Reserved. Apple, the Apple logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

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Margaret Grobler
Co-founder and Chief Designer
42 Restaurants
+27-72-375-6578
info@42restaurants.com