



Raincoast Books

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# WINTER 2023

## FIGURE 1

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To view updates, please see the Winter 2023 Raincoast eCatalogue or visit [www.raincoast.com](http://www.raincoast.com)

# Winter 2023 Figure 1

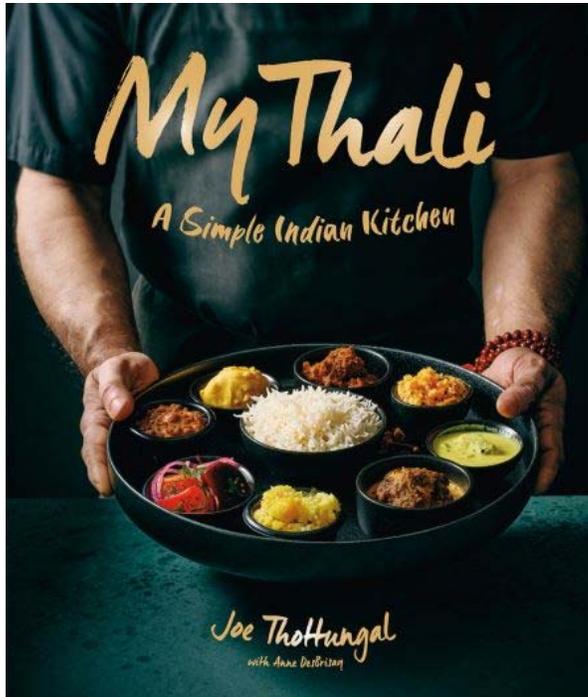


Figure 1  
On Sale: Mar 7/23  
9.5 x 8 • 192 pages  
50 colour photographs  
9781773271958 • \$38.95 • cl  
Cooking / Indic

## Notes

### Promotion

Promote to national food / lifestyle media with a focus on Ottawa. Joe Thottungal is super connected and respected in the Ottawa food scene. He has been previously profiled on CBC, Ottawa Citizen, Ottawa Lookout, Apt613, Edible Ottawa to name a few local outlets. We will reach out to those who profiled Coconut Lagoon including Rachael Ray in Season Magazine, Elle Canada, Taste and Travel Magazine, Honest Cooking, New York Journal of Books.

Possible book launch at Thali restaurant in Ottawa.

Promote on social media platforms (Thali has over 3K followers on IG)

## Figure 1



### My Thali

A Simple Indian Kitchen

by Joe Thottungal, with Anne DesBrisay, photographs by Christian Lalonde

**The Coconut Lagoon chef brings the vibrant everyday flavours of South India to home kitchens.**

Like a tagine or casserole, a thali describes not only a type of kitchenware, but a type of meal. A thali is constructed of many small dishes served on a platter that harmonize through contrasting textures, visual appeal, complimentary spices, and sheer deliciousness. Once reserved for special occasions, this traditional way of eating is now a popular way of dining at home.

In *My Thali*, Joe Thottungal, award-winning chef and author, shares his favourite home-cooked recipes and stories from his homeland of Kerala, connecting past and present to open up the world of Indian cooking today.

Thottungal presents a mosaic of 85 delicious and accessible recipes - from fresh salads to flavorful curries and fragrant desserts - that are simple enough to be created with common ingredients (found at most supermarkets or online grocers) and everyday cooking equipment, without any compromise to flavour or authenticity. Each recipe can be enjoyed on its own or joined together to compose a thali: a complete and balanced meal.

Colourful chapter intros and recipes headnotes offer insights into how the chef lives, cooks and eats, along with the inspiration and cross-cultural influences behind the dishes.

*My Thali* showcases South Indian home cooking - defined by seasonality, affordability, nutrition, and traditions - and the joys of thalis, both simple and homey, and grand and glorious.

Praise for *Coconut Lagoon* :

"Thottungal has (...)

### Author Bio

**Joe Thottungal** is a Canadian chef and the owner of the restaurants Coconut Lagoon and Thali in Ottawa. Joe was born in Kerala, trained in Mumbai, and worked in the Middle East before moving to Canada, where he earned his Certified Chef de Cuisine (CCC) designation. In 2008, Joe was named Ottawa Chef of the Year by the Canadian Culinary Federation. In 2016, he won the



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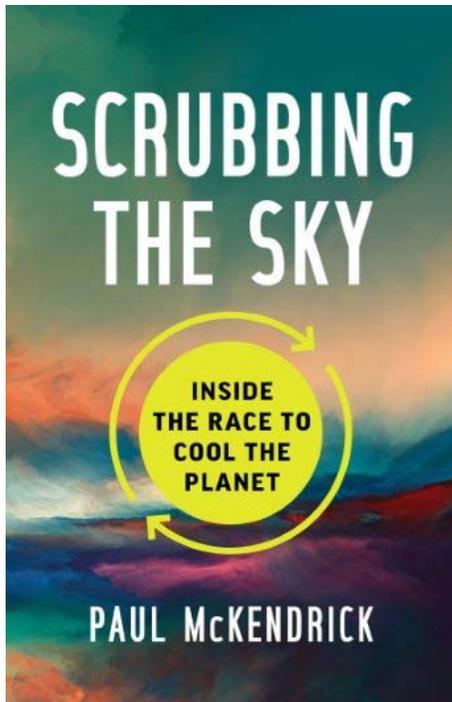


Figure 1

On Sale: Feb 7/23

8.5 x 5.5 • 176 pages

9781773272085 • \$28.95 • cl

Tech & Engineering / Environmental / Pollution Control

## Notes

### Promotion

Pitch to international media with a focus on environment as well as science / technology i.e. Walrus, The Tyee, CBC (Quirks & Quarks) in Canada. Numerous sites / publications in the U.S. including Emagazine.com, Global Environmental Change, Environmental Communication etc.

## Figure 1



### Scrubbing the Sky

Inside the Race to Cool the Planet

by Paul McKendrick

**An in-depth look at the people and the science behind our attempts to pull carbon dioxide out of the atmosphere with direct air capture.**

Drawing on interviews with stakeholders at the intersection of climate science, energy technology, and public policy, Paul McKendrick's investigation traces more than 20 years of technological development with direct air capture, from Biosphere 2; to multi-million dollar promises from Richard Branson, Bill Gates, and Elon Musk; to the opening of Orca, the world's largest commercial direct air capture facility, in Iceland in 2021.

Figuring prominently in this narrative is the genius of Klaus Lackner – who, along with others – has fueled intense scientific and political debate, and spurred a value chain that spans finance, industry, technology, policy, and academia.

McKendrick's clear and riveting prose presents the full story of this fascinating pursuit for the first time, inviting readers to learn more about this critical climate intervention option.

"McKendrick's carefully researched dive into the hidden science of direct air capture reads like a fast-paced adventure story - one with enormous implications for all of us."

- Alex Hutchinson, author of *Endure* and columnist for *Outside* and the *Globe and Mail*

"How do we remove the carbon emissions we have already put into our atmosphere? In *Scrubbing the Sky* McKendrick tells a compelling story of the people and companies searching for the breakthrough that solves our biggest climate challenge. By connecting the dots from historical insights, McKendrick allows (...)

### Author Bio

**Paul McKendrick** is the author of *The Bushman's Lair*. Prior to writing books, he worked in the energy sector as a partner in a firm dedicated to developing and financing renewable energy projects, in addition to stints in the electric utility sector, the oil and gas sector, and investment banking. He lives in Canmore, Alberta.



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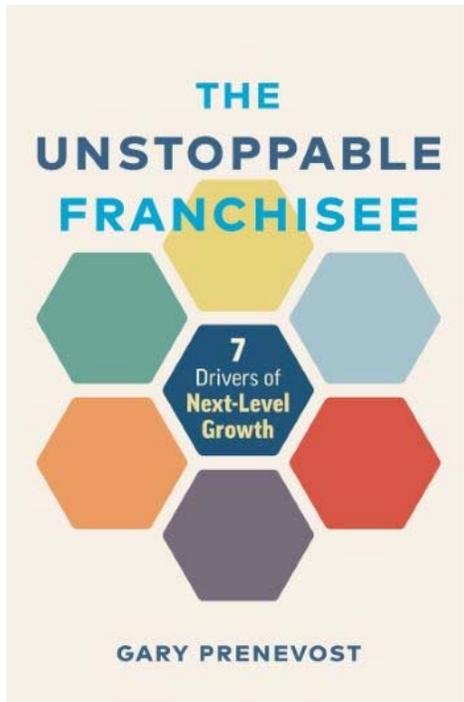


Figure 1

On Sale: Mar 7/23

9 x 6 • 256 pages

9781773271910 • \$34.95 • cl

Bus & Econ / Franchises

## Notes

## Promotion

Pitch to national business media outlets i.e. Forbes, Report on Business, Inc. etc.

## Figure 1



### The Unstoppable Franchisee

7 Drivers of Next-Level Growth

by Gary Prenevost

**Supercharge the success of your franchise with secrets from North America's top performers.**

*The Unstoppable Franchisee* is jam-packed with the real-world experience of franchisees who have grown their business in some of North America's largest franchise brands as well as smaller brands that are seizing opportunity in a fast-changing economic environment. Gary Prenevost delivers an actionable 8-step framework any franchisee can adopt to achieve next-level growth for their franchise. Prenevost's deep knowledge of the industry, having created successful franchises himself, complements the more than 50 industry voices and current research and data that inform the numerous valuable and actionable ideas.

## Author Bio

**Gary Prenevost** has 35 years of entrepreneurial experience in several different companies, including 30 years in the franchise industry. He is one of North America's top franchise consultants. He is a very successful multi-unit franchise owner; he is the president and senior franchise consultant of FranNet of Southern Ontario and Eastern Canada, where he facilitates the introduction of potential franchisees to established franchise systems that have a proven track record of enabling people to achieve their lifestyle and financial goals.

Gary is vice-chair of FranNet's Franchisee Advisory Council (FAC) and also sits on FranNet's board of directors; he is also a four-term director of the board for the Canadian Franchise Association. He and his team work extensively with career transition firms and career coaches.

Gary is developing an online learning platform for people who are considering making the shift from employee to entrepreneur ([www.YourE2Ejourney.com](http://www.YourE2Ejourney.com)). He hosts and speaks at online franchise industry events. He has been featured on regional and national business television shows; he has also authored/published over one hundred articles on the subject of franchising.

