

COGprint[®]

BOOK DESIGN & PRINTING

Case Study – Sea Urchin Harvest



DISCOVER



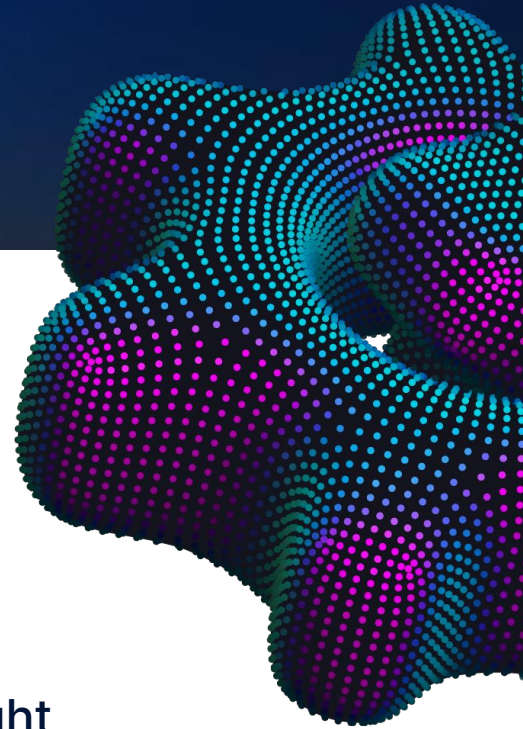
THE COG PRINT APPROACH TO BOOK PRINTING



This document will introduce you to one of the COG Print Coffee Table Book Design and Printing projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and print marketing services.

Read through, enjoy, and get in touch anytime!





THE RECIPE BOOK



WHAT WE KNEW FROM THE START

Sea Urchin Harvest approached COG Print with a brief to communicate to the market how versatile and dynamic sea urchin can be to cook with and eat. A key part of the brief was to also take Sea Urchin into new markets and find a new customer base outside of the traditional consumer markets that have a cultural connection to Sea Urchin.

The Sea Urchin Harvest coffee table book design and printing project was a great comprehensive excursion into photography, design, printing and marketing communications.

Sea Urchin Harvest has been dedicated to the environment since we launched in 2008. Their goal to restore the local kelp forests, seaweed forests, and fish habitats through a commercially viable Sea Urchin fishery has proven a great success.

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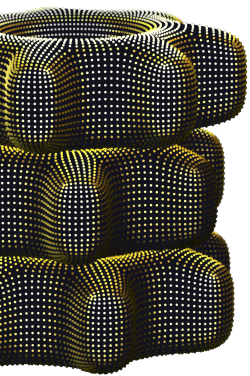


ABOUT THE CLIENT

We select and process the finest and freshest premium Sea Urchin Roe.

Sea Urchin Harvest Pty Ltd is an award winning Australian family owned business that specialises in diving, processing, and selling fresh Sea Urchin Roe. We are located on the South Coast of New South Wales, where there is an abundance of premium Sea Urchins.

Sea Urchin Harvest is a company that takes a positive stand for marine life.



SEA URCHIN FETTUCCINE CARBONARA

SERVES 4

INGREDIENTS

- 500g Fettuccine Pasta
- 6 Egg Yolks
- 100g Sea Urchin Harvest Creamy Pods
- 300g Smoked Speck, Diced
- 4 Garlic Cloves, Finely Chopped
- 200g Parmesan Cheese, Grated
- 1 Bunch Chives, Chopped
- 100g Butter
- Sea Salt

METHOD

1. Place a frypan over a medium heat, add the speck and cook until golden brown.
2. Add the garlic and sauté for about 2 minutes until it has cooked through and the fat from the speck has rendered, then remove from the heat.
3. Meanwhile – use a blender to mix the egg yolks, sea urchin and parmesan cheese until well combined.
4. In a pot of salted boiling water, cook the pasta until al dente then drain, reserving the pasta cooking liquid.
5. Transfer the pasta into a large cold pan, add the egg and sea urchin mixture with a ladle of the pasta cooking liquid, the butter, speck, speck fat and garlic.
6. Place over a low flame and toss the pasta until the egg mixture thickens to coat the pasta.
7. Transfer to a serving bowl and finish with the chopped chives, sea salt and some more parmesan.



FROM THE CLIENT



“COG Branding are the masters of making the difficult look easy. We have no idea how they do it, but every design project they always make what can be a challenging animal to work with look great”

- Racheal Theodore, Director.





THE KEY COG PRINT SERVICES IN THIS BOOK DESIGN PRINT PROJECT.

PLANNING

The COG Print approach to print design and book publishing is to start with the end product and the end user, and then work backwards from there – this functions as a reverse brief.

For this project we need to ensure the broader objective of doing the book remained in sight.

We audit, research, plan and assess – all before any design commences and any print specifications are set.

CONTENT & DESIGN

The Coffee Table Cookbook by COG Print Agency Sydney is a comprehensive excursion into how you can deliver a diverse range of meal options with the Sea Urchin animal.

The content focus was to provide the most appealing well considered delivery of the product to ensure a new audience would be stimulated to engage in what might otherwise be an unknown food source.

PRINTING

A key part of this project was the to honor the design, the product and the classy and sophisticated cuisine solutions curated by the chefs. To do this the printing and the stock choice would be a key element in providing this print marketing the desired experience and tactile experience.

The wholesale cost, delivery and order quantities were also a core component to the end result.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

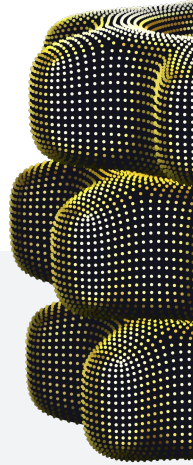
All projects have challenges and people really on COG Print for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Unique natural product**
- **High end positioned marketing vehicle**
- **Multi-dimensional brand elements**
- **Numerous project stakeholders**



SOLUTIONS SUMMARY



COG Print transformed our clients product from a unique cultural seafood source into a sophisticated and versatile cooking opportunity for regular consumers to incorporate into their cuisine options.

The first print run was divided into two inventory pools. The first for online sales and the second for event distributions. The online stock sold out within a week of going live on the website, and the event distributed all copies within the first hour of the event. With recognition coming renowned from chefs and the broader cooking community the Sea Urchin Harvest brand is growing in popularity.

The book allowed Sea Urchin Harvest to promote the Sea Urchin Roe as an opportunity for the regular at-home cook to become more adventurous with their seafood via a sustainably harvested Sea Urchin from Australia's cool South Coast waters.

The book delivered a clear suite of menus from a group of renowned chefs, complete with ingredients, cooking instructions and top class meal imagery.

SEA URCHIN SUSHI SET NIGIRI URAMAKI GUNKAN MAKI

SERVES 4

INGREDIENTS

- 200g Sea Urchin Harvest Live Gold
- 200g Sushi Rice
- 500ml Water
- 60ml Rice Vinegar
- 2 tsp Castor Sugar
- 1 Pack Nori Sheets
- Light Soy Sauce, To Serve
- Wasabi, To Serve
- Pickled Ginger, To Serve

METHOD

1. Place rice into a small pot with the water and cook for 20 minutes, then bring to the boil.
2. Put the lid on, reduce to a simmer and cook for 10-15 minutes or until all the water has been absorbed. Allow to cool.
3. Dissolve the sugar into the vinegar and fold through the cooled rice with a spatula.
4. To make the sushi – experiment with different shapes, and techniques, whatever is your favourite. We suggest nigiri, uramaki and gunkan maki as these easy shapes that work well with sea urchin.
5. Serve with light soy sauce, fresh wasabi and pickled ginger.

CHEF'S NOTE

Sushi is a great way to involve your family in cooking and understanding the wonderful flavour of sea urchin. In Japan – it is generally served as gunkan maki sushi – but you can experiment with different styles. We've suggested three in this recipe.



SEA URCHIN SUSHI SET: NIGIRI URAMAKI GUNKAN MAKI 23

SEA URCHIN FETTUCCINE CARBONARA

SERVES 4

INGREDIENTS

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- 4 Eggs Yolk
- 100g Sea Urchin Harvest Creamy Posh
- 200g Smoked Speck, Diced
- 4 Garlic Cloves, Finely Chopped
- 200g Parmesan Cheese, Grated
- 1 Branch Clives, Chopped
- 100g Butter
- Sea Salt

METHOD

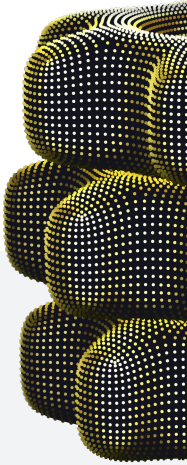
1. Place a frypan over a medium heat, add the speck and cook until golden brown.
2. Add the garlic and sauté for about 2 minutes until it has cooked through and the fat from the speck has rendered, then remove from the heat.
3. Meanwhile – use a blender to mix the egg yolk, sea urchin and parmesan cheese until well combined.
4. In a pot of salted boiling water, cook the pasta until al dente then drain, reserving the pasta cooking liquid.
5. Transfer the pasta into a large cold pan, add the egg and sea urchin mixture with a ladle of the pasta cooking liquid. Stir to combine, then add the speck, speck fat and garlic.
6. Place over a low flame and toss the pasta until the egg mixture thickens to coat the pasta.
7. Transfer to a serving bowl and finish with the chopped clives, sea salt and some more parmesan.



SEA URCHIN FETTUCCINE CARBONARA 24



RESULTS SUMMARY



First class cooking coffee table book that is on its 3rd print edition... Success!

The first print run was divided into two inventory pools. The first for online sales and the second for event distributions.

The online stock sold out within a week of going live on the website, and the event distributed all copies within the first hour of the event.

With recognition coming renowned from chefs and the broader cooking community the Sea Urchin Harvest brand is growing in popularity.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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