



THE COOKBOOK TO IMPROVE YOUR CUTTING SKILLS.

Carulla Cooking School wanted to engage new students. We needed to attract cooking enthusiasts and one of the first things you learn at a cooking school is how to use a knife. That's why we created this introductory cookbook.



Students had to actually cut the book apart in order to see the recipes, following thin cutting lines, not an easy task the first time. With each slice, they saw what to do in cooking class. Cut by cut.



From an average of 110 new students per month, enrollments **grew to 298** with our cookbook. That's **171%** more. Due to its success a second edition of the cookbook is on its way.

