

## Press release – Book launch DIY Pizza by Soderberg & Sara

September 15<sup>th</sup>, 2017

The people behind Söderberg & Sara are quite the pioneers in their own right. Nearly eight years ago with only ambition and a love for bread, Söderberg & Sara was created.

Söderberg & Sara has now created their first book (booklet/fanzine of 24 pages) collaborative series with New Heroes & Pioneers - and this one is all about pizza. In the booklet, Per and Tilde tell us all about making and creating the best pizzas. The sumptuous ingredients, the tactile process of making dough and the beauty in creating something through the baking process – these guys definitely know their way around a pizza slice. This is the first of many publications to come from S&S. The 'fanzines' will cover our favourite food from S&S.

With ideas about growing your best toppings to tips on creating a space where people can enjoy your food and making the ingredients pop!

Per and Tilde, the duo behind Söderberg & Sara wanted to explore their love for food and food-culture.

Starting out by investigating the intricacies of coffee roasting, they firstly dabbled in with an 'espresso bike', which roamed the countryside, but wanting something a little more permanent (and less weather dependant) the duo moved into a bakery.

The Söderberg & Sara på Kafferosteriet started as a small business to explore their love of food. However, through rising popularity and demand, this soon become a monster in its five years of existence.

This bakery and café is listed in the (Swedish restaurant/café guide) White Guide top ten list of Swedish Cafés (#9 this year) and was nominated in the 2017 guide for Best Bakery. The time invested in creating a world of baking and sharing food led Söderberg & Sara to starting Hedvigsdal, a pizza restaurant with the aim of making 365 different pizzas a year.

The incentive here was to use the kitchen garden they had created and use the products that were being reaped from this acre of land.

As one of Sweden's most sought after food locations, the food is only one of the contributing factors to the lifestyle led by the dynamic pair. With a unique desire for revelling regional produce alongside more individual ingredients fair – this book will demonstrate that cooking is at the heart of Söderberg & Sara. We can't wait for you to enjoy this first offering, closely followed by Per and Tilde's book on bread and kitchen gardens.

So for a fun and alternative approach to creating delicious pizza, look no further than some of Sweden's most prominent people, Per and Tilde, on the food scene. And watch out for future instalments...

**Key information:**

Publication Date: 27<sup>th</sup> October 2017 // Recommended Retail Price: SEK 59 // ISBN: 978-91-87815-140// Page Count: 224// Book Size: W150xH200 // Format: Soft cover, staple // Language: English

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Press information (image bank, logos ...) can be found at

<http://thenewheroesandpioneers.com/swimming-pool-press-info>

**ABOUT THE PUBLISHER**

In early 2013, the New Heroes & Pioneers publishing house – based in Malmö, Sweden – was little more than the kernel of an idea in our minds. Our plan was to develop and publish a range of coffee table books containing a smart, interesting and eclectic mixture of art, culture and fashion.

What made this concept unique was that we were, right from the beginning, dedicated to being a vehicle for discovering and promoting new and unknown artists whose singular styles and perspectives make them stand out. The concepts of ‘making human connections’ and ‘giving back’ were woven into the fabric of the corporate culture and have become a clear and conscious part of every project since the company’s inception.

Three years later, the NH&P titles can be found across four continents and the publishing house remains on a persistent trajectory in exploring and publishing extraordinary culture.