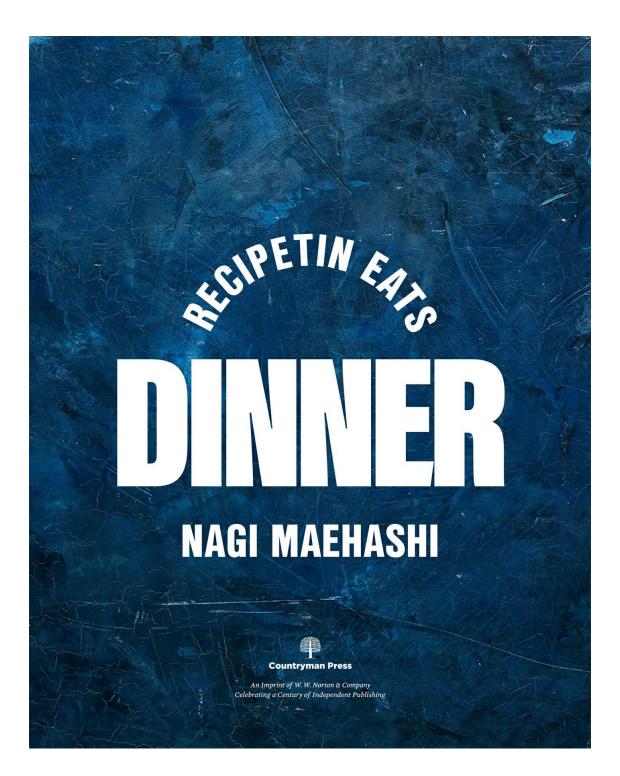


Dedicated to everyone who has ever made, read, watched, or eaten a RecipeTin Eats recipe.

You are the reason I love what I do.





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# Introduction

On the day I launched my recipe website, I had just two visitors—my mum and myself. Last year, my website was viewed over 335 million times.

Here's my story . . .

Eight years ago, I was a finance girl, tottering around the city in suits and stilettos, working long hours, and climbing the corporate ladder.

Today, I am the voice, cook, photographer, and videographer of *RecipeTin Eats*, a website where I share recipes accompanied by photos and video tutorials. I also run a philanthropic division called *RecipeTin Meals*, where I have a team making meals for the vulnerable in our community.

And this book you are holding right now—this is my first ever cookbook. That you are reading a cookbook I wrote feels surreal! It's incredibly emotional. I'm so proud. And so happy!

How did a corporate lass end up in this position? Here's my story . . .





### Leaving corporate to start a food blog?

Everyone thought I was crazy when I ditched the security of an office job to start a food blog. And I often make playful jokes about it being a midlife crisis.

But here's the truth. It had always been my dream to build something of my own. And choosing to start a recipe website as my new venture was a considered, well-thought-out decision.

I did my research. I had a business plan. I tested the waters. I came up with ways to differentiate myself. I identified my strengths and weaknesses. I even prepared financial projections!

That might all sound very official and like I had a team of consultants to rely on, but nothing could be further from the truth. It was me, Dozer, and a secondhand \$250 camera.

And I worked hard, harder than I ever have in my life, teaching myself food photography, learning how to build a website, how to navigate social media, how to monetize my website.

And of course, cooking. Cooking, cooking, to come up with recipes to share on my website!

### A really boring story of growth

On the day I launched my website in May 2014, I had two visitors. One was me. The other was my mum! However, in the last 12 months, there have been over 335 million views of my website and I have over 4.6 million followers on Instagram and Facebook.

I wish I had an amazing story to accompany what I realize is pretty big and rapid growth. But I don't. It's boring!

I simply focused on creating great recipes, written well, which work as promised, accompanied by good photos and, these days, a tutorial video. I did this quietly and consistently for years, steering clear of "clickbait" and not worrying about "going viral" like many other bloggers did.

As I built up my stable of recipes, I slowly gained the trust of readers, who then became regulars. And from there it was like a snowball effect. Word

began to spread about *RecipeTin Eats* and that "cute dog of hers," both through word of mouth and through social media, and my website traffic grew.

And that, my friends, is the thoroughly unexciting way that I grew my readership—simply through publishing recipes that work. I told you it was a boring story!

However, it does bring me to something important that you should know about me . . .

# ... I am irrationally obsessive about ensuring my recipes work!

Recipes that don't work are a pet peeve of mine. I hate wasting time, I hate wasting money, and I hate wasting food.

And the thought of you wasting your money because my recipes don't work? That feeds my fear.

If you are wondering if this obsession stems from a poor upbringing, you would be right.

But what you probably haven't guessed is that it's also fueled by messages I receive from readers. Like the reader in Ghana who told me meat was a once-a-month luxury and how much it meant knowing they could rely on my recipes. And the reader who asked me to help choose a recipe for what ended up being the last meal for her terminally ill husband.

Yup. Brings me to tears.

So yes, I am probably a little too obsessive about testing my recipes but I hope I never change. The record is 89 times, for My Perfect Vanilla Cake (here). Roast Duck was tested more than 30 times, but I wasn't comfortable enough with it so it was removed from the cookbook. Beef Wellington (here), the most iconic recipe in this book, was tested more than 35 times!

#### This is what drives me

Having covered the serious side of what I do, fundamentally the thing that drives me and what I love the most about what I do, is creating and sharing recipes that taste so great it makes you do a happy dance.

It makes me smile when I see feedback from a reader, pumped because they nailed a cake that they thought was beyond them. I feel honored when people choose to make my turkey for their Christmas centerpiece.

I love hearing how people put together full-blown menus from my recipes for special occasions—starters, mains, sides, and dessert! Or how they won the local chilli contest, or how their brownies were the first to go at the school bake sale.

I've truly put my heart and soul into this cookbook. Literally, my blood, sweat, and tears.

I hope you enjoy it—and cook a lot of the recipes!

Nagi xx

## Dozer

Meet Dozer, my 10-year-old, abnormally large golden retriever. I do the cooking. Dozer does the taste testing.

The problem is, he thinks everything tastes amazing! He falls asleep in front of the oven when I'm slow-cooking roasts.

He hoovers up scraps better than any vacuum cleaner. And he makes for the best hugs. Ever. I love this damn dog so damn much.







## **RecipeTin Meals**

Because no one should go hungry. *Nagi & Dozer* 

RecipeTin Meals (RTM) is the philanthropic arm of RecipeTin, where we make homemade meals for distribution to the vulnerable in Sydney. RTM is a registered charity I started in 2021 during the pandemic, when there were increasing issues of hunger and food insecurity in the Sydney community.

Establishing a not-for-profit has been a secret dream of mine since I started RecipeTin and it's my proudest professional achievement to date. As of the time of writing, I have a team of three, headed by a professionally trained chef, working out of a commercial kitchen on the fringe of Sydney's city center.

We make meals five days a week (many recipes from my website!), which are then delivered to a wonderful organization called One Meal, who get the meals to those in need. I love that we've adopted a 100% "from scratch" policy—we even make our own stock!

With hundreds of people relying on us for meals every day, RTM is the top priority of my business.

I have an incredible team at RTM. That they work each day to make a genuine difference to the lives of Sydney's most vulnerable, and the extent to which they go, to ensure meals go out every day is unlike anything I saw in my corporate days. I am constantly grateful for their dedication, strength, and commitment.

They also happen to be the resident comedians! Most days they have me laughing so hard I have tears running down my face. Honestly, it's a wonder I can get any work done with those guys around!

To learn more about RecipeTin Meals and One Meal, please visit www.recipetineats.com/recipetin-meals/



Barl, Chef Jean-Baptiste, Chef Stephen



Me at the RTM kitchen, looking like I made all those meals

## How to use this book

I know you know how to read a recipe, but I wanted to provide a recipe page "map" for those used to cooking from my website. Here is a bonus recipe (it is real, it works, and it's delicious!), pointing out the different elements on the page.

