

Blue Star Press is excited to announce that we are partnering with Whataburger, the widely beloved fast food chain that is rapidly expanding nationwide (currently at 930+ locations across 14 states). As Whataburger's publishing and print partner, Blue Star will be producing at least 5-7 new products per year, starting with the launch of these first titles in Fall 2024.



What-a-World: A Whataburger Adult Coloring Book Featuring Frameable Wall Art

Mid-century meets futurism in this Whataburger-themed adult coloring book from bestselling author Alli Koch.

PUB DATE: 10.8.2024

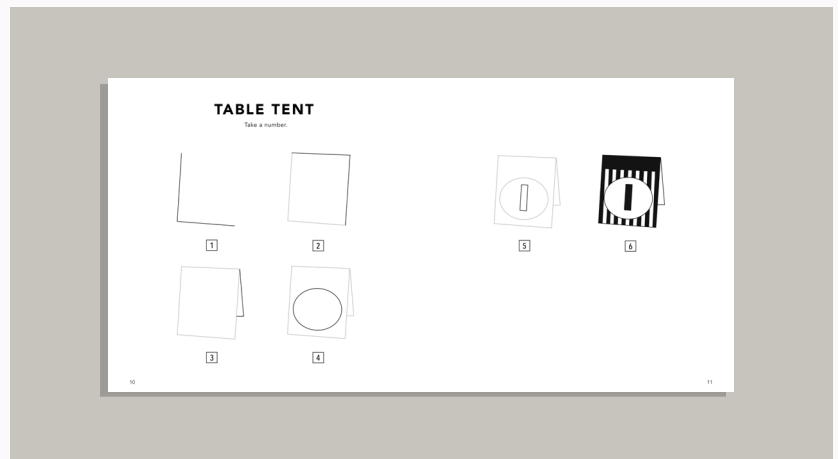
ISBN: 9781963183030

PRICE: \$14.95 US / \$19.95 CAN

PAGE COUNT: 80

FORMAT: TRADE PAPERBACK

TRIM SIZE: 9 7/10 x 9 3/10



Whataburger: How to Draw Books for Kids

Perfect for kids 8-12, this beginner drawing book will teach your kid how to draw their favorite Whataburger bites! An extension of author Alli K's bestselling How-to-Draw series (over 150K sold), this book's kid-friendly, mini drawing lessons will help your child practice their basic art skills and teach them how to draw with confidence.

PUB DATE: 10.8.2024

ISBN: 9781963183047

PRICE: \$14.95 US / \$19.95 CAN

PAGE COUNT: 80

FORMAT: TRADE PAPERBACK

TRIM SIZE: 9 x 9



First Words for Foodies: A Padded Board Book for Infants and Toddlers

Take baby on a mouthwatering Whataburger word adventure with this vibrant first words book!



PUB DATE: 10.8.2024

ISBN: 9781963183054

PRICE: \$9.95 US / \$13.95 CAN

PAGE COUNT: 22

FORMAT: TRADE PAPERBACK

TRIM SIZE: 5 x 6



Whataburger Fancy Ketchup Puzzle: 500 Piece Puzzle

Bring home the awesome sauce! Piece together your favorite sauces from Whataburger with this 500-piece puzzle.

PUB DATE: 11.5.2024

ISBN: 9781963183061

PRICE: \$29.95 US / \$39.95 CAN

PAGE COUNT: 80

FORMAT: NON-TRADITIONAL (NT)

TRIM SIZE: 8 4/5 X 11

Marketing Support from Whataburger

- Content creation + posts on all Whataburger social accounts (700K+)
- Social posts on the popular Whataburger Museum of Art fan social account (18.2K followers)
- Organic influencer marketing using Whataburger’s connections
- Paid influencer marketing via Mavrick
- 20-50 influencer packages that Whataburger will send out to key connections (influencers, PR, retail connections)
- In-store Advertisements:
 - Tabletop pop-ups
 - Window clings
- Promotion through Whataburger’s email list
- On-air promotions utilizing Whataburger’s connections with media/newsrooms
- Advertising through Whataburger’s agency partner McGarrah Jessee