

The recipe book proposal is wonderful, and it's exactly the kind of idea we had in mind. The design is very beautiful and well-organized; however, we would like to offer a few suggestions.

Since our main idea was to create a connection between tradition and the cuisine of recent decades, it might be nice to divide the recipe book into two sections: one dedicated to traditional Neapolitan recipes, and the other featuring the typical "grandchildren's" diet recipes—or even traditional dishes reinterpreted in a lighter and healthier way.

Now that we have chosen this proposal, we would also appreciate receiving a more detailed document. In particular, we would like clarification regarding the book's aesthetics, what will be included in it, whether the pages will be pre-designed or blank and to be filled from scratch, as well as information about its dimensions.

We would appreciate receiving a reply by Sunday evening or Monday so that we can review everything before the middle of next week.

Product 2:"Family Secret Recipe" Shared Cookbook

The story of this dish	
Whose specialty is it?	
Family fun	

List of ingredients	Step diagram																
<table border="1"><thead><tr><th>Ingredients</th><th>Dosage</th></tr></thead><tbody><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></tbody></table>	Ingredients	Dosage															
Ingredients	Dosage																

Exclusive secret skill	Taster message
Grandma's Unique Tips	Family and friends feel

This is a lightweight, zero-technical-threshold solution that starts with "recording" and "sharing" to directly touch the core of cultural inheritance.

1. Product Composition and Implementation

Physical Part: Custom "Family Secret Recipe" Cookbook - Design: An exquisitely designed notebook. The cover features Neapolitan-style elements (e.g., lemons, blue sea, volcanoes). Inside pages are not blank but structured templates:

- "The Story Behind This Dish": Record who is good at making this dish and any family anecdotes associated with it.
- "Ingredient List": Detailed ingredients and quantities (traditional descriptions like "a pinch" or "appropriate amount" are allowed).
- "Step-by-Step Illustration": Leave blank spaces to encourage users to paste printed step photos or hand-drawn sketches.
- "Exclusive Tips": Specifically record elders' unique tricks, such as "peel the tomatoes" or "add basil at the end".
- "Taster's Comments": Let family members and friends who taste the dish write down their feelings and the date.
- Implementation: Collaborate with a printing factory or an online custom notebook platform (e.g., domestic hand account customization services) for small-batch production at extremely low cost.

Digital Part: Family/Community-Exclusive Social Media Group

- Platform: Utilize existing platforms familiar to elders, such as WeChat Family Groups or WhatsApp Family Groups.
- Operation:
 - ① "One Dish per Week" Activity: Each week, a family member (starting with elders) shares a recipe from the cookbook in the group.
 - ② "Cooking Assignment": Encourage younger generations to replicate the recipe and post process and finished product photos in the group.
 - ③ "Online Tasting Party": Gather via video call to taste each other's creations and receive remote guidance from elders.
 - ④ Create Exclusive Hashtags: e.g., Grandpa Mario's Pizza, for easy searching and review.

2. Feasibility Advantages

- Zero Technical Threshold: No need to develop an App or manufacture hardware.
- Extremely Low Cost: Custom notebooks and existing social software require almost no additional expenses.
- Quick Launch: Purchase notebooks and start recording within a week.
- Direct Emotional Connection: The process of hand-writing and pasting photos is itself a respectful inheritance ritual.