

MEDIA KIT



CAMP UCOPIA

INTRODUCTION



Not knowing exactly where we were going or would end up, we sold everything and hit the road on motorcycles as a family purposing to live the life we dreamed.

Camp-ucopia found it's beginning in the pursuit of our excitement to see whether or not we could

create the same meals at camp as we did at home. This of course meant doing so from the contents of a motorcycle pannier and with no amenities. What good is an adventure without a challenge, right?

The methods, ingredients and delicious recipes found in **Camp-ucopia** are the result of having found a way to make those meals happen.

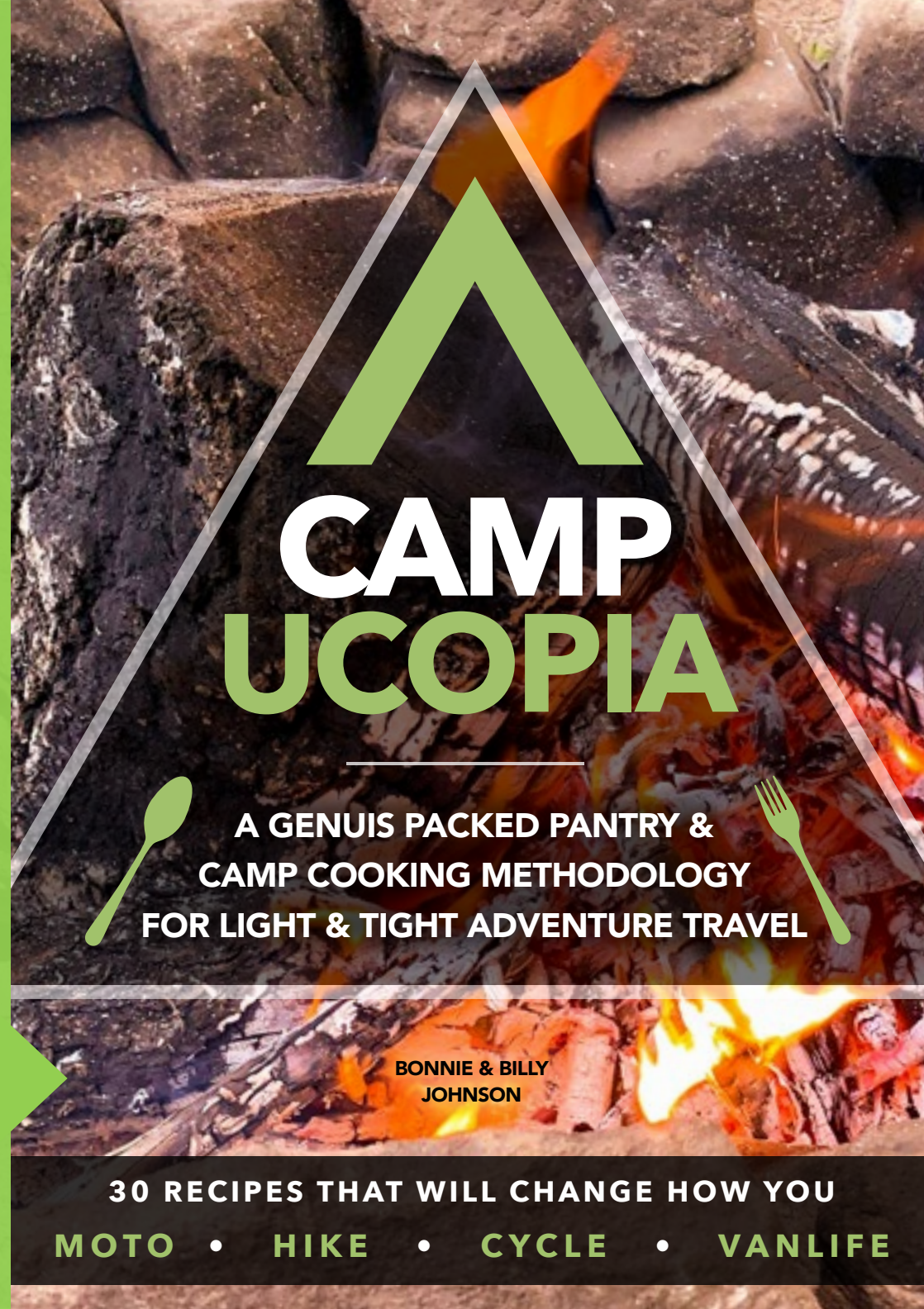
SPRING 2020 Release Cover

FOR MORE ABOUT THE JOHNSON
FAMILY TRAVELS... SEARCH:

STORY MOTO ADV



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[YOUTUBE.COM/STORYMOTOADV](https://www.youtube.com/storymotoadv)



30 RECIPES THAT WILL CHANGE HOW YOU
MOTO • HIKE • CYCLE • VANLIFE

camp·u·co·pi·a

1~ camp

noun

- overnight outdoor lodging, typically in tents

2~ cor·nu·co·pi·a

noun

- an abundant supply of good things of a specified kind.

3~ camp·u·co·pi·a

noun

- overnight outdoor lodging, featuring an abundant supply of good things of a specified kind.

WHAT IT IS

1 30 delicious, doable-in-the-wild recipes as a breakfast, lunch & dinner meal plan for 10 days of adventure travel

2 a unique 'light & tight' packed pantry concept of staple ingredients for those recipes

3 a methodology of streamlined techniques for preparing these meals and camp cooking in general

4 the gear suggestions we find crucial to that methodology

5 nutritional suggestions for quick reference

6 shopping & packing suggestions for these recipes and any others you might add to your meal plan

7 numerous tips, tricks, hacks, links and other resources throughout aimed at simplifying and diversifying your adventure travel meal times... and of course make them more delicious



CAMP
UCOPIA

An interesting point of view:

In one or two days on the road this cookbook will have already saved you more than it's cost.

WHY IT IS GOOD

Our recipes and methods were crafted to preserve the two most precious resources of adventure travel...

TIME & MONEY

The challenge was to do so and not sacrifice eating right and eating well enough to consistently sustain our active lifestyle. After several months of trial and error we finally decoded the mystery that we now call Camp-ucopia.

With it we confidently say that no matter how 'light & tight' your packing needs are, Camp-ucopia will get you to camp earlier, with your select meals on board and budget intact.



BY FOOT, WHEEL OR WHEELS...

While our love for adventure motorcycles is the theme, the actual content of this cookbook however applies the same to all adventure travel that requires the lightest load and most efficient methods to get the job done.

MOTO • HIKE • CYCLE • VANLIFE

WHY IT IS NEEDED

There are many resources out there for learning more about camp cooking, but like all camping related interests, these resources are generally separated into these two conventional categories...

1. PRIMITIVE SURVIVAL 2. RECREATIONAL

There are important skill sets in both. However, these categories do not address the practical needs of modern day, outdoor-sports-oriented adventure travel camping.

This genre has exploded in recent years and most of these travelers do not plan on reaching camp and building a snare in hopes of rabbit stew--nor plan on hauling a charcoal grill and cornhole set into the wild.

They are seeking information on gear, concepts, methods & solutions that will help them form a system that best insures the highest use of their time and resources while traveling.

Camp-ucopia was created to be a resource for camp cooking and meal planning information serving exactly that purpose.



WORD FROM BILLY

I am a horrible cook in the best of situations and here I am co-authoring a cookbook.



I am not even allowed in most kitchens for that matter. But hear me out first...

For starters, I'm the guy that convinced my wife Bonnie to do a cookbook. That's got to count for something. You'll thank me once you get a real good look at why I did so.

I have avidly engaged in various extreme adventure sports for 35 years and counting. These endeavors required of me also to get very good at minimalist adventure camping. When those decades of experience met with Bonnie's decades of experience immersed in her passion for cooking, along with her own fairly insane travels, a way was made for us to be able to confidently set about the task of crafting what we now call Camp-ucopia.

Ride em' like you stole em'

Billy Johnson



WORD FROM BONNIE

The joy and love of cooking began for me as a young girl in my grandmothers kitchen. That passion carried through to working alongside some of the most celebrated chefs in the southeastern United States and being an owner/operator of three restaurants.

I can honestly say that I've never worked one single day in a kitchen. Cooking has simply never been work in my mind...

Taking that love and knowledge into the challenges of the wild has been a life changing experience. We are eternally grateful that our labors, research and ultimate findings can bring something valuable to your adventure travel table as well.

For us... that's the cherry on top.

Bonnie Johnson





VOLUME ONE





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*"For my part, I travel not to go anywhere
but to go. I travel for travel's sake.
The great affair is to move."*

ROBERT LOUIS STEVENSON

PART ONE

THE ROAD WISDOM

*"For my part, I travel not to go anywhere
but to go. I travel for travel's sake.
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ROBERT LOUIS STEVENSON

PART ONE THE ROAD WISDOM

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THIS IS
YOUR LIFE
DON'T MISS IT

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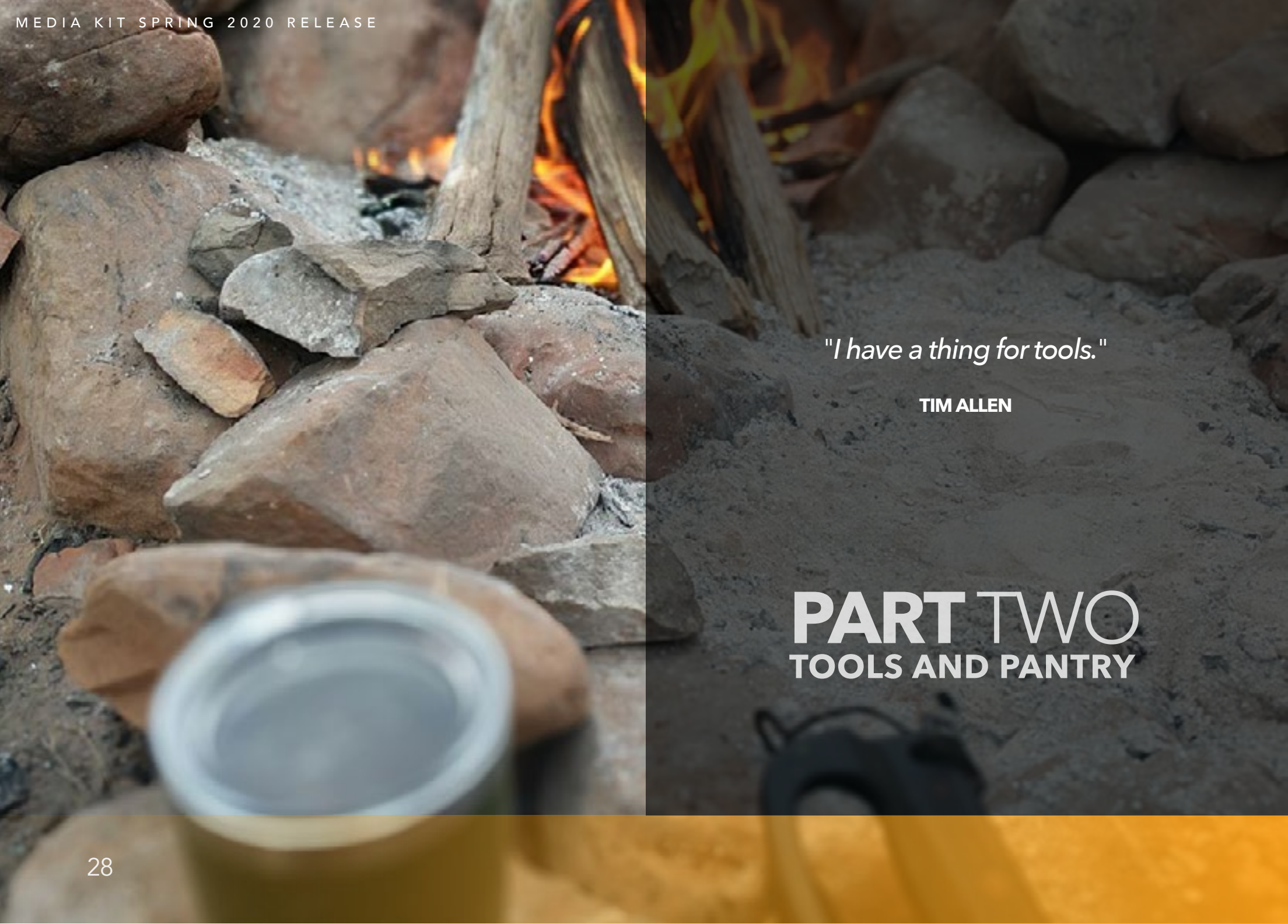


EATING HEALTHY
ON THE ROAD



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"I have a thing for tools."

TIM ALLEN

PART TWO
TOOLS AND PANTRY

TIM ALLEN

YOUR CAMP KITCHEN TOOLS

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10 Best Best Camp Gear for 2014

When it comes to camping gear, there are a lot of options out there. But which ones are the best? We've compiled a list of the 10 best camping gear items for 2014, based on our own experience and the feedback of our readers. These items are the ones that we think will make your camping trip the best one yet.

1. The Best Tent

The tent is one of the most important pieces of camping gear. It's the place where you'll be sleeping, so it's important to choose one that's comfortable, durable, and easy to set up. The tent we recommend is the **REI Co-op Half Dome 2 Plus**. It's a 2-person tent, but it's spacious enough for two people to sleep comfortably. It's also very durable, with a heavy-duty frame and a waterproof fly. And it's easy to set up, with a simple pole-and-clip system.

2. The Best Sleeping Bag

The sleeping bag is another important piece of camping gear. It's the one that will keep you warm and comfortable while you're sleeping. The sleeping bag we recommend is the **REI Co-op Magma 20**. It's a 20-degree sleeping bag, which is perfect for most camping trips. It's also very comfortable, with a soft interior and a durable exterior. And it's easy to pack, with a compression sack that makes it easy to fit into your backpack.

3. The Best Camp Stove

The camp stove is the one that will cook your food and keep you warm. The camp stove we recommend is the **Jetboil Flash**. It's a small, lightweight stove that's easy to use. It's also very efficient, with a fast boil time. And it's easy to clean, with a simple wipe-down.

4. The Best Camp Chair

The camp chair is the one that will keep you comfortable while you're sitting. The camp chair we recommend is the **REI Co-op Camp Chair**. It's a comfortable, durable chair that's easy to set up. It's also very lightweight, so it's easy to pack. And it's easy to clean, with a simple wipe-down.

5. The Best Camp Cookware

The camp cookware is the one that will cook your food. The camp cookware we recommend is the **REI Co-op Camp Cookware Set**. It's a complete set of cookware, including a pot, a pan, and a spatula. It's also very durable, with a heavy-duty frame and a waterproof fly. And it's easy to clean, with a simple wipe-down.

6. The Best Camp Cooler

The camp cooler is the one that will keep your food and drinks cold. The camp cooler we recommend is the **YETI Roadie 20**. It's a small, lightweight cooler that's easy to use. It's also very efficient, with a fast cool-down time. And it's easy to clean, with a simple wipe-down.

7. The Best Camp Lantern

The camp lantern is the one that will light up your campsite. The camp lantern we recommend is the **REI Co-op Lantern**. It's a small, lightweight lantern that's easy to use. It's also very efficient, with a long burn time. And it's easy to clean, with a simple wipe-down.

8. The Best Camp Knife

The camp knife is the one that will help you with everything. The camp knife we recommend is the **REI Co-op Camp Knife**. It's a small, lightweight knife that's easy to use. It's also very efficient, with a sharp blade. And it's easy to clean, with a simple wipe-down.

9. The Best Camp Hat

The camp hat is the one that will protect your head from the sun. The camp hat we recommend is the **REI Co-op Camp Hat**. It's a small, lightweight hat that's easy to use. It's also very efficient, with a wide brim. And it's easy to clean, with a simple wipe-down.

10. The Best Camp Socks

The camp socks are the ones that will keep your feet comfortable. The camp socks we recommend are the **REI Co-op Camp Socks**. They're small, lightweight socks that are easy to use. They're also very efficient, with a soft interior. And they're easy to clean, with a simple wipe-down.

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*"I do not stick to rules when cooking.
I rely on my imagination."*

AKSHAY KUMAR

PART THREE
PURE DELICIOUSNESS

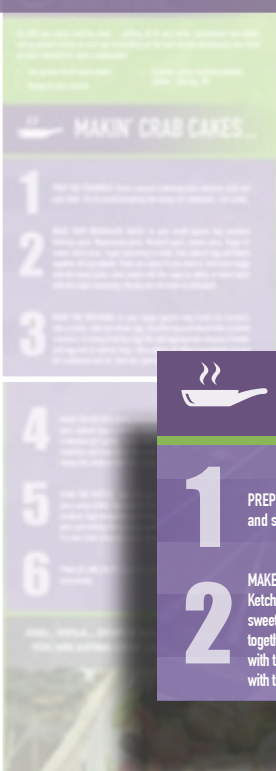


"I do not stick to rules when cooking.
I rely on my imagination."

AKSHAY KUMAR

PART THREE PURE DELICIOUSNESS

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MAKIN' CRAB CAKES...

1
2

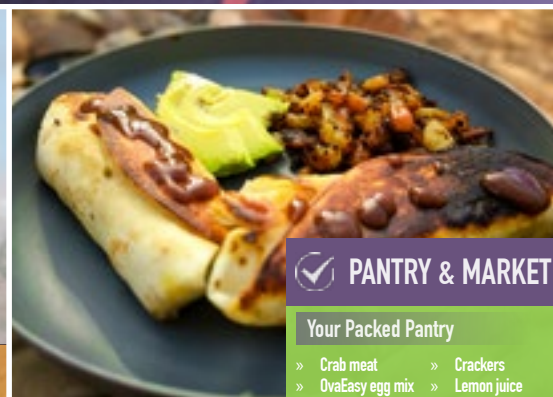
PREP THE CRABMEAT: Drain canned crabmeat and carefully pick out and shell. (Try to avoid breaking the lumps of crabmeat.) Set aside.

MAKE YOUR REMOULADE SAUCE: In your small ziplock bag combine Ketchup pack, Mayonnaise pack, Mustard pack, Lemon juice, Sugar or sweet relish pack, Cajun seasoning to taste. Seal ziplock bag and blend together all ingredients. Taste and adjust if you need to. Add more tangy with the lemon juice, more sweet with the sugar or relish, or more spice with the cajun seasoning. Reseal and set aside in cool place.



BREAKFAST

90



PANTRY & MARKET CHECKLIST...

Your Packed Pantry

- » Crab meat
- » OvaEasy egg mix
- » Condiment packs
- » Oil & Spices
- » Crackers
- » Lemon juice
- » Mashed Potato mix

Local Market Add-Ons

- » Fresh salad mix
- » Fresh lemon
- » Fresh Berries
- » Bread

The Local Market items listed here are not vital to the recipe but make delicious additions.



INGREDIENTS FOR THE JOB...



LUNCH

90



DINNER

124

*"Anywhere the struggle is great, the level of
ingenuity and inventiveness is high."*

Eleni Zaude Gabre-Madhin

PART FOUR
HACKS LINKS THINKS

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