



From Alicia's Kitchen

My goal, simply stated, is to help people develop their cooking skills and to build a passion for cooking.

CookingwithAlicia.com does this by providing a broad range of recipes, from easy (to get folks started) to challenging (to keep people interested), and by providing all of the supporting information that is necessary for each particular recipe.

Each recipe contains instantly accessible links to every ingredient and technique as well as completely illustrated step-by-step instructions. So a beginning cook who doesn't know what fennel is can immediately find out, and if she doesn't know how to chop up fennel or what high heat is, that info is immediately available too. No chasing around to other websites or books or magazines.

Beyond that, we provide a meal planning capability that lets users add recipes to a meal plan and then immediately print out one integrated shopping list for all recipes, with the shopping list sorted by department in the grocery store. So that makes the shopping experience easier.

We have lots of suggestions for easy meals, too. Our Complete Pantry contains recommendations for what to keep on hand, and then you can search for meals that can be made from the pantry: no shopping trip required. Beyond the pantry, we have Better-than-Takeout meals. Most likely you'll have the ingredients on hand for these, too. They differ from Pantry meals in that they may require fresh herbs or a fresh vegetable. You might have these on hand from another recipe, or you might have to make a quick trip to the store.

We believe in helping the community too, and have created a Reach Out & Cook™ initiative. Cook extra and bring a meal to someone who needs it: an elderly neighbor, a parent who lives alone, or a friend going through a difficult time.

Developing an interest in cooking has far more rewards than just the sense of accomplishment in putting a good meal on the table. It gets the family together to eat home-cooked meals and it offers a good excuse for gathering friends together and keeping in touch. It can be the basis of your social network.

Alicia