



January 31, 2007

Hi there. I'm Alicia Shea (that's me in the picture, second from the left) and I'm inviting you to check out my cooking website, www.cookingwithalicia.com. It is my way of getting people interested in cooking, by providing information in a convenient, easily accessible manner. The website combines my two passions: cooking and computers. I'd love you to take a look at it, and if you like it, maybe we can talk for a story or review.

The idea is to bring family, friends and community back to the table by making cooking fun and rewarding. I try to simplify cooking to suit today's busy lifestyles by providing a complete cooking environment for someone who is new to cooking or wants to improve, as well as offering interesting recipes, meal planning and shopping list tools for people who already know how to cook.

The site provides real information to real people cooking in real kitchens when they need it. A major difference between my website and other media are two little words: We Educate. CookingwithAlicia.com is *your online cooking assistant*™.

Subscribers to the site find everything from recipes, ingredients and tools, to techniques, menu planning and automatically created shopping lists. Cooks are also encouraged to "Reach Out & Cook!™" by providing meals to friends and neighbors in need. Every recipe includes detailed, step-by-step, illustrated instructions, with quick links and lots of pictures defining ingredients and techniques. And, since sometimes things just don't go right, there's also an "oops!" section so others can learn from my mistakes.

The site content is great for both novices and more seasoned cooks. The initial response has been very positive as we help people become better cooks and improve their overall experience in the kitchen.

Here's what one of our subscribers, Cheri M. of Connecticut, says:

"As an experienced cook who loves making and eating well-prepared food, I was delighted to see a website that features imaginative and top-quality recipes. You will be delighted at her choice of ingredients, photos that guide you through the process of preparing simple or more complex dishes, photos suggesting the final presentation, helpful information regarding shopping, cookware, special occasions, even left-over recipes... This website is the face-of-the-future cookbook."

Like many of today's cooks, I was inspired by Julia Child. Specifically, what I appreciated about Julia's style was that she not only told you *what* to do and *how* to do it, but she told you *why*. She explained what everything should look like along the way with lots and lots of pictures.

My website incorporates her styles that I found most helpful, and my own experiences and personality. By taking full advantage of what the web has to offer, I am able to provide a lot of information in a very easy-to-use format with lots and lots of pictures.

To get a taste of what this website is about, I am providing you with a promotion code that will give you unlimited access to the site for three months. Your code is <xxxxxx>. Simply go to www.cookingwithalicia.com, click on "Redeem a Gift" and follow the instructions. Be sure to sign up for the weekly email so you can get the full experience of CookingwithAlicia.com. I hope you enjoy the site, and I look forward to hearing from you.

Regards,



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