LEMON SQUEEZY LAUNCHES

Wednesday 26 September, 2012

Lemon Squeezy is a new website for busy people who care about what they eat.

It's a free, complete and constantly updated resource that enables people to make quality food on any budget and whatever their level of cooking skills.

And it's packed with expert information about what to eat in order to look, feel and perform at your best.

Lemon Squeezy is the brainchild of former City banker and mother-of-two Anna Atkins.

Italian by birth and an excellent cook, Anna has always been passionate about good food, but the competing demands of a challenging job and a young family meant finding a way of producing it every day without spending hours in the kitchen.

"Over time, I adapted hundreds of recipes for delicious, healthy meals that could be made quickly and with minimum effort at the end of the working day," explained Anna.

"It's an unfussy style of cooking that relies on simple, quality ingredients for glorious flavours and first-rate nutrition.

"To my mind, food is only 'great' if it nourishes body and soul, so it has to look and taste fantastic as well as being good for you. Simple never means boring and in my kitchen, no food is a sin. There are some things you can enjoy in limitless quantities; others only occasionally. It's all about balance.

"When my daughters went away to university they took their favourite recipes with them, along with meal planners and shopping lists I drew up to help them stretch the budget while eating a healthy balanced diet.

"More and more friends started asking for the recipes and the idea for Lemon Squeezy was born."

Anna brought in two friends to help develop the authoritative, lively website she wanted to create; former City colleague and nutrition professional Caroline Sherlock and writer Suzanne Cadisch.

MAIN FEATURES AT A GLANCE

Recipes
• Everything is simple, except the results
• Lots of 'behind the scenes' info to make them work for everyone

Expert information
• Trustworthy food facts from a qualified nutritional therapist
• Bite-sized nutrition nuggets on every recipe
• What to eat to achieve specific health goals

A shopping list that writes itself
• One click adds recipe ingredients

Themed meal planners
• Designed to do the thinking for you

Storecupboard guides
• What to keep in stock whatever sort of cook you are

Forum
• For chatting about food and sharing recipes with the Lemon Squeezy community

Website: www.lemonsqueezy.eu

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Media:









Related Sectors:

Food & Drink :: Health ::

Related Keywords:

Lemon Squeezy :: Cooking Made Easy :: Recipes :: Meal Planner :: Learn To Cook :: Food Forum ::

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