



## COOK WITH WHAT YOU HAVE WELLNESS OFFERINGS

*“Thanks to the webinar, I may try a few recipes I’ve always wanted to make but didn’t know how to! I especially loved how Katherine is open to combining ingredients we have and not limiting ourselves to celebrity chef rules, as this is not reality for the most of us. Truly a refreshing and great experience, especially for those who want to cook and not waste food!”* -- Kitchen Conversation participant

### Kitchen Conversations: Virtual Demos/Webinars

Video conferenced demos/webinars bring CWWYH Founder and CEO Katherine Deumling directly to clients and their teams on relevant topics. They are designed for maximum interactivity—participants can ask all their cooking questions from, “how do I get my family to enjoy more vegetables?” to “how can I cook creatively from my pantry with limited access to the store these days?”

#### Sample Demo/Webinar Topics:

**Pantry Tips & Simple Meals:** make the most of staples & fresh veg for quick everyday dishes

**Creative Salads:** substantial enough for a meal and creative enough to make the most of what you have

**A Little Prep, A Lot of Freedom:** mix & match all week for better food on the fly

**Love Your Leftovers:** simplify, save money & look forward to your next low-effort meal

**One-Bowl Meals:** mix & match basics with flavorful toppings & sauces

**All About the Sauce:** quick sauces with pantry staples & fresh herbs to make everything taste better

**Enjoy Your Greens:** raw or cooked & from stir-fries to curries to pesto

**Delicious & Nutritious Sweets:** seasonal fruit favorites, quick chocolate cookies, no-bake snack bars & pie!

**Kitchen Conversation** webinars include materials with recipes, tips and templates to put content into practice. They will be recorded and archived (and shared with CWWYH if client is hosting webcast) and may be repurposed by the client internally and by CWWYH.

### Seasonal Recipe Collection Subscription

COOK  
WITH WHAT  
YOU HAVE

For more information visit [cookwithwhatyouhave.com](http://cookwithwhatyouhave.com)



CWWYH's [Seasonal Recipe Collection](#) is a service that marries straightforward recipes with a scrappy approach to cooking. You become a better and faster cook as you skip the last-minute store run or call for take-out and use what you already have. Meals become more nutritious as delicious whole foods take up more space on your plate. It includes:

- 900+ delicious recipes as well as tips and videos.
- Simple pantry stocking guide so you can cook on the spot.
- Substitution suggestions to suit your taste and needs.
- Prep suggestions to set yourself up for success for the week.
- An overall approach that:
  - Minimizes last-minute trips to the store
  - Maximizes feasibility of cooking
  - Celebrates vegetables
  - Focuses on flavor
  - Reduces food waste & saves money

#### **Seasonal Recipe Collection Subscription, Plan Features**

- Brief weekly newsletter with relevant tips and recipes.
- 24/7 Access to the Seasonal Recipe Collection (for employees as well as their partners).

#### **Cooking Classes – Lunch & Learns – Presentations – Keynotes**

CWWYH offers these in-person activities/resources on a number of topics.

## **FEES STRUCTURE & OUTCOMES**

Wellness plan costs are based on the number of eligible employees and type or combination of offerings needed. **Kitchen Conversation webinars** and/or **in-person demos** coupled with a subscription to the **Seasonal Recipe Collection** deliver the best outcomes for employees. Discounts are offered for coupling those offerings.

#### **The Case for Cooking**

Taking even a short amount of time to prepare a meal from whole ingredients nourishes our bodies and gives our brains a break, a re-set, a moment of creativity away from our desks and devices. Cooking dinner frequently at home is associated with better eating and increased vegetable consumption.

How can we support busy professionals and their families and inspire them to cook and make it as convenient as possible?

#### **Cook With What You Have** (CWWYH) offers:

- Emphasis on small victories—learn how to make one new dish that you enjoy.
- Just a minute of scanning a recipe can lead to *aha* moments and inspiration to cook.
- Opportunity for creativity and joy in cooking and eating.
- Practical tips such as: roast a pan of vegetables and use in these three ways.
- A balance of guidance and “permission” to adapt to your needs.

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- Cooking instruction is more effective than nutrition education alone in changing one's diet.

#### **Outcomes: We Learn to Do by Doing!**

- Employees (their partners/families) integrate healthier lifestyle choices, regularly enjoy vegetables and gain competence and ease in the kitchen.
- Employees find satisfaction and joy in learning something new.

## **WHAT CLIENTS ARE SAYING**

*“Thank you for the down to earth, friendly approach. I'm not a huge fan of cooking. All that work and then it's devoured in a matter of minutes. At least in my house with 3 big boys (husband included)! Then you clean up. Not my favorite way to spend time. But... I need to be better about planning meals and using what we have so we don't waste food. Great experience! Motivated to do better! Thank you!”*

*“What I found most valuable was Katherine took simple ingredients and transformed them into more desirable menu items and she incorporated ideas that make the way I think about cooking fun and interchangeable. It was refreshing to have her share 3 recipes in one hour that were practical and useful! Katherine's demonstration was very enjoyable and I am so glad our company provided such a class like Virtual cooking!”*

*“The demonstration of making of the dishes was great as it enabled us to actually visualize how the ingredients are handled. The explanations and tips were most informative and well presented by Katherine who is very personable and a well-organized chef.”*

*“I loved the little tips and, even as a very experienced cook, I learned new things. I also liked that you were able to share a variety of different dishes and that you shared ideas about other things that you could use if you didn't like or have something that the recipe called for. It was inspiring and fun.”*

*“Loved the pantry items ideas (what to keep on hand), as well as the reminder to add all those great herbs. Very fun event for the company to provide. Thank you!”*

*“I thought the webinar was a perfect mix of informational & interactive. I also really appreciated Katherine's take on the relationships we have with food and how our experiences with cooking can be heightened by learning new techniques and incorporating new ingredients into our pantries.”*