



good food
made simply

Innovative visual cooking app just launched offers tasty recipes at your fingertips!

uChef, a small company based in Pembrokeshire, West Wales, is proud to announce the launch of their first cooking app **on a plate**. Available for use on iPhone and iPad, **on a plate** presents a delicious range of flexible recipes that encourage creative cooking, and equip the user with a set of clever tips and techniques via a unique visual approach.

"Our new app **on a plate** is an exciting development for uChef, and it's fantastic to have this opportunity to share with others our passion and enthusiasm for good food made simply," says Guy Morris, founder of uChef. "Our philosophy is to encourage creative and confident cooking, through the use of simple but clever techniques."

On a plate presents recipes visually with clear ingredients, stages, 'elements' and techniques. In particular this app promotes the use of 'elements', the building blocks that form the base of many recipes. Once these 'elements' are mastered, the range of delicious meals available to create increases, and best of all the majority of 'elements' can be prepared in advance, in bulk, and often frozen until ready for use. They help the user to regularly make delicious restaurant-quality meals in their own home.

"I want to give others knowledge to do what they want in the kitchen, to be confident and experiment using the ingredients that they have got," enthuses Guy. "I hope that **on a plate** becomes a useful reference as the user gains skills and confidence through this cooking style."

uChef are a small company based in Pembrokeshire, West Wales. Founded by Guy Morris, local chef and outside events caterer with a background in teaching cookery, uChef are passionate about good food made simply, and want to share their knowledge with others. They aim to inspire confidence in the kitchen through teaching reusable skills and techniques, and to encourage creative cookery.

The recipes range from simple one-level ones such as chicken liver pate and lemon posset, to complex dishes with more levels and options, such as lamb shoulder madras. Guy suggests that the perfect place to start would be the tomato sauce 'element'. Once created, this sauce forms the base of many more recipes, such as bolognaise, chilli con carne, slow cooked beef, chicken madras, lamb shoulder madras, and is an ideal example of the clever techniques behind **on a plate**.

"My favourites would be the curries, as they are packed with flavour, and the 'elements' freeze really well," comments Guy. "Much better to make your own frozen ready meals, then you know what goes into them. **On a plate** enables you to cook home-cooked meals more times a week, that taste really good!"

Since its launch, **on a plate** has already had its first update, with more recipes and new 'elements' added, offering even more variations, and with the promise of new features to come, **on a plate** is looking to be an essential part of your kitchen.

Available for download now from iTunes.

Simple one-touch highly illustrated cookbook

Make restaurant-quality meals in your own home with confidence

Easy to follow step-by-step visual recipes

Visual style allows immediate overview and greater control

Make recipes your own by choosing from suggested optional ingredients

Easy to prepare basic 'elements' common to many recipes

'Elements' can be prepared in advance, in bulk, stored, and save time, effort and money

Text summary included with each recipe

'Chef's Notes' provide useful tips

One tap access to detailed processes, with single swipe screen navigation

Zoom available on every screen for more detail

Teaches skills and techniques to improve time management and forward planning

uChef
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on a plate
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Compatible with iPhone, iPod touch and iPad. Requires iOS 4.3 or later