



wovenfare™ website works wonders to streamline meal preparation
First personalized online meal planning service launched in Canada

Calgary, Alberta (March 26, 2007) – To help busy home cooks, four enterprising Calgary women have created the website, **wovenfare™**, the first personalized online meal planning service in Canada, which is being launched this month. Weaving healthy meals into everyday life, **wovenfare™** provides reliable recipes and customized grocery lists that make it easy to put wholesome meals on the table night after night. Anyone can sign up for the service and receive a two-week free trial that includes personalized weekly meal plans, a corresponding grocery list, and an organizational calendar at www.wovenfare.com.

A time-saving online tool designed by women in their 30s who are all busy mothers with young children, **wovenfare™** allows consumers to plan healthy, easy-to-prepare menus without having to sift through cookbooks or depend on convenience foods and take-out meals. The site is the first in Canada to allow individual food preferences in meal planning, so cooks can exclude any food item from asparagus to zucchini. According to Jodi Maxwell, **wovenfare™** President, the site is the only online meal planning service with such a comprehensive level of personalization. “With most services on the internet,” she says, “everyone gets the same meal plan. With us, if you don’t like broccoli, you’ll never get a recipe with broccoli.”

The site draws recipes from Canadian cookbooks by established authors including Judith Finlayson, Emily Richards and Rose Murray. “We have over 5,000 recipes and meal ideas,” says Cecilia de la Rocha, VP Marketing & Communications, noting that **wovenfare™** has licensing agreements with publishers for the right to use the recipes. “Unlike many other services you find on the Internet, our proven recipes come from cookbook authors and Canadian food producers that can be trusted,” de la Rocha says.

In addition to the tried-and-true recipes, **wovenfare™** also provides a set of quick and easy meal ideas called **inspired fare™** based on individual food and cooking preferences. “We all have our standard favorites,” says Maxwell. “You don’t have to cook a brand new recipe every night of the week. We give you ideas on how to put a different twist on something familiar that your family enjoys.”

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wovenfare™ provides tasty menus and grocery lists cont'

In the short time since the site became active with a soft launch in January, the founders have seen a brisk response and noted, with surprise, more men are using the service than expected. Their original business plan forecast no more than 10 percent of the users would be male. “We have already doubled that projection; 20 percent of the users who rely on the service are men,” says de la Rocha.

And when it comes to men, the female creators of wovenfare™ have discovered computer-generated meal plans and customized grocery lists have changed the routine in their own kitchens: the men in their lives now play a larger role in planning and preparing meals. “With a grocery list and meal plan generated by **wovenfare™**, its easier to get that help from our significant others,” says Maxwell. As well, with the guesswork removed from grocery shopping, money is not spent on unnecessary items at the grocery store and on food that can end up spoiling in the fridge.

But the greatest benefit of all might be peace of mind. “A large part of the stress when planning meals is deciding what to make and ensuring you have the right groceries on hand,” says Maxwell. “With **wovenfare™** you can walk in the door and know what’s for dinner.”

The two-week free trial offered to all consumers includes personalized weekly meal plans, a corresponding grocery list, and an organizational calendar. The trial gives the user two free meal plan credits. Each meal plan credit is equivalent to one weekly meal plan with seven dinnertime solutions and can include a main dish, two side dishes and an accompaniment – the user ultimately decides what makes up each meal.

After the free **wovenfare™** trial, users can purchase from one meal plan with seven dinnertime solutions up to a bundle of 20 with 140 dinnertime solutions. Always having meal plan credits in their account ensures the consumer that the next meal plan is only a click away. For complete details and to sign up for the free trial, visit www.wovenfare.com.

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