



wovenfare.com
INSPIRING MEALS EVERYDAY

FOR IMMEDIATE RELEASE

**wovenfare™ - Canada's First Personalized Meal Planning Website - Tiers Service
Free Meal Plans Now Available Weekly**

Calgary, Alberta (October 2, 2007) – wovenfare™, the first personalized online meal planning service in Canada, launched in January 2007, has tiered its service to better meet the needs of its growing customer-base. “We are now offering free weekly meal plans as an option to our personalized level of service”, reports Justine Brown, Co-Founder of wovenfare™. She adds, “Many individuals require a simpler solution to meal planning whether because they are new to this online tool or do not have specific food requirements that warrant the personalized level of service.”

The wovenfare™ website mandate is to promote a healthy lifestyle through meal planning; the weaving of healthy meals into everyday life. wovenfare™ provides reliable recipes, meal ideas and corresponding grocery lists so customers can put wholesome meals on the table night after night. Anyone can sign up for the service and receive free weekly meal plans that include corresponding grocery lists. “For those willing to pay the equivalent of a specialty cup of coffee per week, customers can upgrade to the personalized level of service where individual food and cooking preferences are taken into account when creating the weekly meal plan”, adds Cecilia de la Rocha, Co-Founder of wovenfare™.

Both Brown and de la Rocha played integral roles in the design of this novel timesaving online tool. “We are both busy mothers with young children and believe a healthy lifestyle and healthy eating are critical to the upbringing of today’s children”, notes Brown. “With the rising numbers in childhood obesity it is clear that we need to return to some basics in meal preparation” adds de la Rocha.

wovenfare™ allows consumers to plan healthy, easy-to-prepare meals without having to sift through cookbooks or depend on convenience foods and take-out meals. The site draws recipes from Canadian cookbooks by established authors including the Best of Bridge, Julie Van Rosendaal, and Emily Richards. “We have access to other 5,000 recipes and meal ideas,” says de la Rocha, noting that wovenfare™ has licensing agreements with publishers for the right to use the recipes. “Unlike other services you may find on the internet, our recipes come from proven cookbook authors and Canadian food producers – all of which have test kitchen-ed and can be trusted,” Brown adds.

For more details and to sign up for free or personalized meal plans visit www.wovenfare.com.

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Photos are available upon request.

To request an interview, contact Justine Brown or Cecilia de la Rocha

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