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New Private Online Cooking Lessons Promise To Dispel Myth: “No Time To Cook”

**Cookbook author dispels a growing myth and
helps Canadians rediscover the art and simplicity of cooking**

TORONTO (December 1, 2011) – Billboards, television ads and stores ask us time and time again: “no time to cook?” Canadians have been asked this question so many times, that many of us have become convinced it’s true. But is “no time to cook” a growing reality, or merely a myth?

“Many people feel they don’t have enough time to cook. But the truth is, you can prepare a simple, nutritious and tasty meal in less time than it takes to make a trip to the store or wait for take-out,” says cookbook author and consultant, Victoria Yeh.

If not having time to cook is indeed a myth, then why are so many of us convinced it’s true? Yeh boldly proposes that, for many, it could be convenient excuse for those who feel less than adequate in the kitchen. Just as women can feel discouraged by images of airbrushed models in magazines, they have also become intimidated by the popular growth of celebrity chefs and miracle homemakers who can apparently make lavish meals in minutes.

Scott Maybee, a young professional in Ottawa admits, “I feel I’ve been really successful in my education, in my career, and in building a comfortable life for myself – so it’s kind of hard to admit that there are simple things like cooking that I’m just not very good at. After work, I mostly just end up getting take-out.” Mr. Maybee and other young professionals are not alone. Many moms even struggle, especially when their children require, for example, gluten-free and casein-free meals.

This isn’t to say that Canadians have buckets of spare time on their hands. But finding twenty minutes everyday to cook dinner is very different than dedicating an entire afternoon or week to attend cooking classes that may or may not address personal needs and tastes.

Starting this month, Yeh is launching new private cooking lessons via Skype. Canadians can now get hour-long customized tutorials on anything from the basics of cutting and cooking vegetables, to advanced gluten-free baking techniques – all in the comfort and privacy of their own homes. And with growing interest and need for gluten, dairy and sugar-free solutions, Yeh’s specialization in converting recipes to meet various dietary restrictions will help Canadians eat and live healthier – in the same amount of time as watching a show on TV.

About Victoria Yeh, Author

Victoria Yeh is Toronto based public speaker, consultant and author of *Where Do I Start? Your Essential Gluten-Free, Dairy-Free and Sugar-Free Food Allergy Cookbook* and owner of Gluten-Free Toronto. For over nine years, she has lived with multiple food intolerances to wheat, gluten, dairy, soy, sugar, corn and yeast. With the launch of her new book, video series and personal Skype cooking lessons, Victoria is setting out to help educate others on how to adapt to their specific dietary needs and achieve greater health. Her book and lessons can be purchased directly from www.glutenfreeliving.ca.

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