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Cooking for the Clueless 2-Disc DVD Set

www.cookingfortheclueless.com

COOKING FOR THE CLUELESS SPICES UP LONELY KITCHENS

New DVD Helps Novice Cooks Gain Confidence in the Kitchen

San Francisco, CA, October 20, 2009 – According to USA Today, Americans spend more time in traffic than they do in their own kitchen, and the recent *New York Times* article ‘Out of the Kitchen, Onto the Couch’ reveals the reasons American cooking has become a spectator sport. How do we resolve this disconnect between watching and discussing food - and actually cooking it?

[Cooking for the Clueless](#) gives self-proclaimed “clueless cooks” the courage and confidence to tackle home cooking. The 2-disc DVD set features Founder and “Clueless Cook” Zuzy Martin Lynch alongside popular chefs, asking all of the questions audiences *really* want to know. Many of today’s cooking programs are aimed at those with existing cooking skills, teaching shortcuts to create family meals but leaving those with little or no cooking experience in the dark. *Cooking for the Clueless* covers all the basic information the clueless cook needs to whip up healthy and delicious meals, including knife skills, timing, seasoning, plating and more. The DVD set includes everything from classic recipes ([Spaghetti Al Pomodoro](#)) to restaurant quality dishes ([Pan Seared Sea Scallops with Fennel, Orange and Watercress](#)) to simple, delicious desserts ([Vanilla Sponge Cake](#)).

The program was developed by husband/wife team Rick and Zuzy Martin Lynch, who found themselves newly married in a household full of kitchen gadgets, appliances and registry “must-haves” they had no clue how to use. Immersed in a crowd of blenders, peelers, slicers and food processors, the couple left their kitchen tools to collect dust, used the oven for storage, and decided to eat every meal outside of their home. After one year, they felt sluggish and tired from high-fat and sodium-rich restaurant dishes and no longer enjoyed eating at their favorite places. Most of all, they felt it in their wallet – learning that they’d spent a whopping \$15,000 on eating out in the past year.

Frustrated by their situation, the couple embarked on their own journey to save money and get healthy with home cooking. Navigating hundreds of cooking shows, cookbooks and websites and still feeling as clueless as when they started, the couple launched *Cooking for the Clueless* to assist other aspiring home cooks to undo a lifetime of limited culinary skills. Bringing in pros such as Deborah Dal Fovo, Preston Dishman, Nichole Dishman, Gabrielle Feuersinger, Patricia Jimenez-Perez and Amy Sherman, audiences can easily shave \$10,000 off of their yearly food budget by cooking delicious meals in the comfort of their own home.

Cooking for the Clueless is perfect for:

- Newlyweds (a perfect wedding gift!)
- Busy Moms and Dads
- Meeting New Year's Resolutions to save money and lose weight
- Recovering fast food and restaurant addicts
- Single guys and gals
- 'Childless' families – it's not easy to cook for two!
- Families looking to spend quality time together – in the kitchen!

The 2-disc DVD set is available for \$24.95 or the "Clueless Friend" special to buy two DVD sets at \$19.95 each at http://www.cookingfortheclueless.com/buy_now.html Viewers can download the recipes from the website as well as gain access to expert tips to make your kitchen a little less lonely.

About the Founders

Zuzy Martin Lynch

Zuzy became obsessed with good food and restaurants at an early age. She grew up eating grandma's home-cooked food while her single mom was out working all the time. Trying to spoil her, grandma never let her in the kitchen. As for mom, cooking was something she just "didn't do." Couple that with living near NYC, it's no surprise that restaurants soon became an obsession. Cooking, however, became more and more a distant concept – until she hit her thirties and eating out every night became a norm that lost its luster and felt too expensive a habit to keep. Today, she's on a mission to admit she was clueless, ask all the questions and start to slowly help her generation get cooking.

Rick Lynch

As a California-native, Rick had access to exotic foods at an early age. His mom, an accomplished ballerina, would frequently take her children "out" for dinner and whether it was Thai as a child or Italian when he later lived in Europe, his appetite developed for amazing food without the time to learn how to cook it. As a bachelor with a busy career, his eating habits consisted of eating at restaurants or grabbing the best fish taco in town.

Later, when he met Zuzy (and got married), things didn't change much. Watching cooking shows and talking food was not enough to get over the fact that neither of them could really cook. Rick's background in television and production led him to observe a missing link in the food entertainment world. Although food shows were exciting, sexy, and fun to watch, most moved way to fast and skipped the very basics needed for people that never cook. *Cooking for the Clueless* was born to help newlyweds, bachelors, and anyone that finds cooking hard work, bring life into the kitchen.

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