

UK'S first cook-along website is here



TheAmateurChef, a new concept in recipe and cookery websites, has launched this month. Users can cook-along with real time videos for every dish and browse through a wide range of fun, new recipes and cooking tips. 13-10-2010

For people just starting out in the kitchen or competent cooks looking for dinner party inspiration, there's a new recipe for everyone. There's no "Here's one I made earlier!" or creative video editing to make dishes look better.

Once the listed equipment and ingredients are out and ready, users simply press play on their laptop, iPhone or iPad! From fridge to table, if they follow the real time instructions home cooks will end up with the dish in the photograph at the exact time they want it.

TheAmateurChef is the creation of Alastair Young, a passionate home cook, who began creating his own dishes five years ago. Alastair saw that advancements in portable internet technology offered a new way to cook at home. It is now possible for home cooks to have videos in their kitchens showing them what to do and when.

"A top chef's idea of what's simple can be a world away from what untrained home cooks consider simple", said Alastair. "I wanted to create a fun, original website with realistic recipe timings and better explanations of techniques, because I truly believe that anyone can produce great tasting, attractive dishes on time if they're shown exactly what to do and when."

TheAmateurChef has also come up with a new, clearer way of providing recipe timings. Users are given the preparation time, how long they'll need to be in the kitchen cooking for and, crucially, the total time before the dish is ready to serve. Written methods and photographs accompany each recipe for those who prefer to cook without the videos.

By no means just a collection of basic home recipes, TheAmateurChef tackles some of the most notoriously tricky dishes such as souffles and warm chocolate fondants, proving that they can be achieved stress free.

Additional features on the site include cook-along techniques videos such as pastry making and portioning a chicken. Regular users can participate on the public forum and receive a weekly newsletter with exclusive new recipes and cooking tips.

TheAmateurChef will be adding videos every week. The site will be regularly updated with new features such as a cook-along video of the "User Recipe of the Week".

To start cooking along with TheAmateurChef go to www.TheAmateurChef.co.uk