



## EXECUTIVE SUMMARY

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**UChef** has developed an affordable monthly delivery service that is changing how families approach home cooking. UChef teaches the whys and hows of cooking to serious and passionate home cooks, those just getting started and even kids.

Instead of paint by number recipes, UChef members learn the same principles and building blocks taught in top culinary schools. Members are empowered to explore new techniques, cook more independently and think outside the recipe box.

UChef is also positioning itself to offer dietary specific subscription lessons such as gluten free, vegan diets, egg-free and more.

**PROBLEM:** Paint by number recipes, books and TV shows do not teach the whys and hows of cooking that are critical to becoming self-sufficient in the kitchen and more aware of food. Currently, there is no service that simultaneously offers lesson based cooking information, delivers raw materials to members' door steps, and explains where and how to buy products, on-demand videos, and access to professional chef instructors. While meal-in-a-box products such as Plated and Blue Apron are available, these companies have aligned themselves to offer a convenience over an experience. Market research and testing of UChef's product have validated this lack of "learning" & "thinking outside the recipe box" which such services mentioned above. (\*Member references available upon request.)

**SOLUTION:** A Culinary School in a Box, delivered monthly. UChef sources chef approved products and develops lessons to teach the same principals taught in top culinary schools. Sample lessons include: Fresh Pasta, Chocolate Making, Artisan Breads, French Macarons, Soups Stocks & Sauces, and healthy cooking lessons including Vegan Comfort Food and Healthful Desserts.

A robust Members Only Online Community offers supplemental video demos and recipes, in addition to a voucher for 1 chat session/month with an UChef instructor.

**REOCCURING REVENUE BUSINESS MODEL:** \$49.99/month, \$600/year. 50K Users/Year = \$30M. UChef subscription purchased via [uchefbox.com](http://uchefbox.com). Cost of raw materials to fulfill each package= 30%. Additional revenue through add-on products, advertising and product sponsorship.

**MARKETING & SALES STRATEGY:** Founder and Alum of Johnson & Wales Culinary Institution, Mary Guin, comes with 6 years marketing experience including connections to top advertising and marketing firms. Go to market strategy includes:

- Online advertising to customers of:
  - SAVEUR Magazine (Readers 6x more likely to buy cooking lesson product)
  - Plated, Blue Apron, Hello Fresh
  - Retail cooking classes, Sur La Table, Williams Sonoma
  - Viewers of America's Test Kitchen and Alton Brown's Good Eats
- Reoccurring monthly cooking demos on local TV stations (currently doing)
- Tradeshows, Women's Shows, Cooking Focused Events
- In home demos through UChef ambassador program (i.e. Pampered Chef, Mary Kay)
- Partnerships and endorsements with accredit culinary associations and food industry companies

**PROJECTIONS:**

USERS	MONTHS OUT	REVENUE @ \$600/YEAR/MEMBER
5K	12	\$3M
20K	24	\$12M
50K	36	\$30M
100K	48	\$60M

**TEAM:**

**Mary Guin, Owner – Founder.** Former marketing professional turned Pastry Chef & Instructor. Alumni of Queen City Forwards Incubator Program 2015. Frequent guest on local cooking television segments.

**Co-Founder:** Currently seeking and consulting board members for co-founder with strong financial and/or information technology background.

**Website & Digital Experience Manager:** In discussions.

**Precious Carrol – Lesson & Content Manager:** Culinary Arts & Food Service Entrepreneurship via Johnson & Wales. 5 years' experience as personal chef, chef instructor, and recipe writer and researcher.

**ADVISORY BOARD:**

**Mark Allison:** Director of Culinary Nutrition at Dole Corporation, an advisory board member of Chanticleer Holdings and a board member of American Culinary Federation Charlotte Chapter. Former Culinary Dean, Johnson & Wales University.

**TRACTION & MILESTONES:**

- Went from concept to prototype in 8 weeks as part of Queen City Forward's IMACTU Incubator
- Successfully ran & funded 2 Kickstarter Campaigns. Secured 50 first time users to test and valid product. (\*Customer reference upon request)
- Currently in seed funding round. Have received 1st investment.
- Partnerships in the works with food suppliers and other monthly delivery companies
- Secured contract with warehouse to fulfill orders
- Secured Legal Representation: Don Reynolds with Wrick, Robbins, Yates & Poton, LLP.

## **BUSINESS DESCRIPTION:**

UChef's monthly cooking class in a box is service used by cooks of all levels, however, after recent product testing, we identified that 70% of our users were women who were either married and/or with children. They stated they wanted to use UChef to bring a different type of cooking experience into their home, specifically date nights or activities with their children.

The monthly experience includes lessons that are structured around the same building blocks of cooking taught in culinary school. Our testing validated our theory that home cooks were looking for lesson based learning instead of paint by number recipes.

UChef is currently post-prototype and raising funds to scale to its full subscription based model. UChef chef is legally formed as a C-Corp in the state of North Carolina and represented by Don Reynolds with Wrick, Robbins, Yates & Poton, LLP in Raleigh, N.C. UChef was also one of 7 companies throughout the county selected to be part of Queen City Forward's 2015 Incubator Program.

## **HOW UCHEF STARTED:**

In 2014, Owner and founder, Mary Guin, left her job in corporate marketing to attend culinary school. What she loved most about school was how they learned. They didn't learn paint-by-number recipes. Instead, they learned the whys and hows of cooking, and the founding principles of cooking. From there, one is able to become more creative and independent in the kitchen.

Seeing the growing market for boxed delivery services and the profit from recurring revenue, the idea for UChef was formed. In addition, Guin works as a Chef Instructor for home cooks where she sees firsthand the need and hears requests for such lesson based cooking experiences.

## **WHO USES UCHEF:**

Originally, it was thought that UChef would be used by serious foodies only, i.e. those who already had a firm grasp on the basics of cooking. However, after testing UChef with two successfully funded Kickstarter campaigns in 2015, it was identified that skill level was not a factor in being a UChef user.

Instead it was a desire to bring the art, soul and experience of cooking back into the home. Cooking and the experience that comes with it, not just food, is at the heart of UChef.

Specifically, 75% of UChef's first users have been female, with a total of 70% of the female group being either married and/or with children. Of the men (25%) that used UChef, 75% were as well married and/or with children. Surveys were conducted with these users and it was identified that over half of the users wished to use/share their UChef subscription with someone else and create some type of "experience".

UChef will continue to conduct market research on its current and future user base after completion of current funding round. We anticipate to continue to valid the service as one that will be used by families as a way to bring a fun and engaging cooking experience into the home. Such testing will be done in spring 2016.

### **WHAT'S INCLUDED IN EACH MONTH'S KIT:**

Each month's kit includes all of the non-perishable items needed for the lesson plan. In addition, the quantities given of each ingredient are enough for the user to make the dishes in the lesson at least twice. This is done to allow the user to practice and experiment.

Not including perishables allows us to keep our prices down by avoiding insulated packaging, overnight shipping, and the FDA legal requirements for handling perishables. In addition, this reduces the environmental waste associated with insulated packaging. Testing and surveys have validated this to be important to our users.

UChef overcomes the void of perishables by offering a mini-lesson via email the day one's delivery ships. **\*See attachment 1.A**

Through testing and surveys, we have found this to be well received. Users like learning the difference between brown eggs and whites eggs, heavy cream and whipping cream, etc. They enjoy the mini "homework assignment" they get. They take the info to the store to learn how to shop for such items. In addition, they said that this type of "homework" allows for the lesson to "stick". **\*See attachment 2.A for member references.**

In addition, not having non-perishables means the user can save the kit and use at their convenience. Users have stated wanting to save the box for a Tuesday afternoon when the kids were away, or a Friday evening with their husband.

### **SAMPLE LESSON – FRESH PASTA:**

Through Kickstarer, UChef acquired first time users from throughout the country to test its first kit, Fresh Pasta Making. See below for what was included in lesson:

Verbiage from campaign: *"Mix, roll, cut and cook authentic fresh pasta. Curious how to fill and shape ravioli? We've got that covered too. You'll also learn how to pair different shapes and sizes of noodles*

*with various sauces. The lesson also includes how and why to use fresh Italian herbs to bring your dish to life."*

*You'll Make:*

*Classic Pasta Dough*

*Dough Variations: Whole Wheat, Spinach & Tomato*

*Traditional Red Sauce*

*Brown Butter & Sage Sauce*

*Pasta Primavera*

*Spinach Parmesan Ravioli*

*What's Included:*

*Semolina Flour – 1 lb*

*All-Purpose Flour – 1 lb*

*Tomato Powder – 2 tbs*

*Rubbed Sage – 1 tbs*

*Whole Nutmeg – 1 unit*

*Red Pepper Flakes – 1 tbs*

*Thyme – 1 tbs*

*Crushed Tomatoes – 1 unit*

*10 page laminated lesson plan*

*Included recipes:*

*Basic Pasta Dough*

*Variations for wheat, spinach & tomato*

*Basic Red Sauce*

*Classic Sage & Brown Butter Sauce*

*Ravioli Filling*

*Primavera sauce*



**Future sample lessons include:**

- Fresh Pasta Making
- Artisan Bread
- How Baking Works
- Elements of French Cooking
- Sushi Making 101
- Chocolate Making at Home
- Croissants from Scratch
- Basics of Braising & Roasting
- Soups, Stocks & Sauces

**\*See attachment 3.A for content from laminated, spiral bound notebook/lesson plan.**

### **SPECIALTY BOXES:**

From our testing, we saw a need for additional boxes which would cater to special dietary needs such as gluten free, vegan, egg free and more. Initially, UChef plans to offer these boxes as a supplement to the basic UChef subscription. From there, UChef will move into offering different subscription packages where a user can choose to receive their specially diet lessons.

In addition to personal use, we have heard through testing and surveys that moms would like these specialty boxes to learn how to prepare meals for their young children with allergies, such as how to bake an egg-free cake.

### **ONLINE VIDEO CLASSROOM:**

Users will have access to an online lesson to walk them through that month's lesson including how things should not look and troubleshooting tips. Included free with membership.

### **WHAT'S THE UCHEF DIFFERENCE?**

At first glance, many confuse UChef with other services such as Plated, Blue Apron and Hello Fresh. These companies offer a weekly meal delivery service and provide the perishable and non-perishable ingredients needed to make one specific meal. Ingredients are measured out exactly and lack explanation on how to use or buy. These companies have aligned themselves to offer a convenience rather than an experience.

Because of this, these companies are not seen as competitor, but instead, potential partners. Many of UChef's first time users, were and still are users of such services. However, they stated they enjoyed using UChef as a learning supplement to their convenience product. See below for post from one such user:



**Marya M Klayko** Wonderful! I was very interested in trying UChef. I currently have a subscription to one of the meal delivery boxes and I find it a little easy. I always love a good cooking or baking challenge/lesson so I thought I might give this a try. 😊

Unlike · 👍 1 · July 1 at 3:41pm

To overcome this confusion, UChef is currently testing and researching wording and marketing to make the distinction clearer, including exploring a potential partnership with one of the aforementioned companies.

## MAKING MONEY:

UChef is a subscription based recurring revenue business. Users pay a monthly fee of \$49.99 or \$600/year for the service. Additional revenue is made with supplemental videos, products and gadgets provided by partners.

Below is a 4 year projection of membership rates and revenue.

USERS	MONTHS OUT	REVENUE @ \$600/YEAR/MEMBER
5K	12	\$3M
20K	24	\$12M
50K	36	\$30M
100K	48	\$60M

UChef is open to and exploring a discounted rate for those users who want to pay for the full year upfront. Currently looking at which discount is most profitable.

## CURRENT FUNDING:

UChef is currently fundraising to raise \$150,000 in investment to acquire inventory, market the service and pay for salaries for 6 months. Goal is to secure 1000 paying customers by month 6 and ship total of 2500 units. Will use 6 month traction, reoccurring revenue and additional investment to scale to 5K customers @ month 12.

	50% Growth			75% Growth			
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	6 Month Total
New Customers	0	200	100	195	302	468	1266
Total Units @ 80% Retention	0	200	260	403	625	968	2456
Sales	0	9,998	12,997	20,146	31,226	48,401	122,768
Free boxes + Discounts: Limit 20%	0	2,000	1,000	1,950	3,022	4,684	12,655
Inventory Cost @ 17.50/box	0	3,500	4,550	7,053	10,931	16,944	42,978
Marketing @ 10.00/new customer	0	2,000	2,600	4,030	6,247	9,682	24,559
Staff Support	4,000	4,000	4,000	5,000	5,000	5,000	27,000
Founder Pay	2,500	2,500	2,500	2,500	2,500	2,500	15,000
Other Expenses	2,000	2,000	2,000	2,000	2,000	2,000	12,000
Expenses - Revenue =		-\$6,002	-\$3,652	-\$2,386	\$1,526	\$7,591	-\$11,423

\* Lifetime value of projected 968 customers @ \$900/customer (\$50/month) for 18 months x 80% retention (based on market research) = **\$700,000 (\$378,000 net, 46% total margin include raw goods & cost per acquisition)**

**Growth Plan Goals:** Will seek additional investment in month 5 for \$750,000 to increase staff, inventory and marketing to reach goal of 5K paying customers by month 12.

Lifetime value of these year 1 forecasted 5K customers @ 18 months = \$2.3M. Year 2 goal @ 10K customers = \$9M. Year 3 goal @ 30K customers = \$33M. Year 4 goal @ 100K customers \$90M.

#### **RETENTION RATE & LIFETIME VALUE:**

Based on research of other monthly delivery services such as Plated, Blue Apron, Bark box and Birch Box, UChef's retention rate is predicted at 80% with a customer lifetime of 18 months. We found through research that these other companies sustain a retention rate of anywhere from 80-95% with a lifetime value of 18-24 months.

#### **MARGIN & RAW COSTS OF PACKAGE GOODS:**

Cost to produce the box is 35% (or \$17.50) of the monthly fee of \$49.99. This includes the box itself, one laminated and spiral bound notebook, portion bags, labels, non-perishable food, warehouse fees and shipping. This cost is based off the prices we paid for the testing phase of UChef. As we continue to grow and can buy in larger bulk, these cost will go down significantly.

We predict our raw goods cost to reduce to 25%. To do so, we will begin to source our raw food products from food brokers. These conversations have already been established.

#### **RAW GOODS PARTNERS:**

Strategic partners will provide monthly product to UChef at a discounted rate to promote their brand. Such partners include flour companies, spice companies, and food gadget makers. These partnerships will simultaneously grow UChef's brand within the other brands' market, in addition to keeping our raw product cost down.

#### **OTHER CELEBRITY & COMPANY PARTNERS:**

UChef will partner with brand names such as King Arthur Flour, America's Test Kitchen and celebrity chefs such as Alton Brown to help "co-write" lessons. Such lessons will be physically "signed-off" by the partner and will include such signature and other branding to showcase the partnership and seal of approval to the UChef user. These partnerships will also introduce UChef to the corresponding partners market.

In addition, we will partner with such entities to offer special discounts, guest blogging and other co-marketing tactics.

#### **DISTRIBUTION:**

UChef will be sold online via [uchefbox.com](http://uchefbox.com). Users will receive an instant "welcome-kit" the day they sign up. This will keep the customer happy and engaged until their first month arrives. UChef has already partnered with Sweetwater Logistics in North Carolina to house all goods and ship on demand.



Through this partnership, no warehouse holding fee is required. UChef pays Sweetwater per packaged shipped as a negotiated rate of \$8/package which includes shipping cost.

#### **MARKETING:**

Demonstrating the difference between UChef and other such companies will be a big factor in UChef's success. Because of this, such emphasis of this in our marketing materials will be vital.

UChef's owner and founder comes with 6 years of such marketing experience and contacts to some of the top marketing groups in North Carolina. UChef plans to leverage these relations to market ourselves in the most effective way possible. Partnership and companies have already been identified for hire.

#### **MEDIA:**

Print and TV media will play a big role in promoting UChef. Locally, UChef appears monthly on two channels which included 3-7 minutes segments for a cooking demo and product promotion. Specifically, Charlotte Today has been the most beneficial in regards to website traffic (increase of 600% as opposed to 200% on other stations.) Charlotte Today viewers are women who are married and/or with children. **\*See attachment 4.A for print article in Charlotte Magazine.**





This month's UChef Lesson is all things fresh pasta.

Pasta from scratch is very simple, very inexpensive, and very delicious. In this lesson, you'll learn a basic dough recipe, then dough variations such as wheat, and tomato. From there, learn how to pair with delicious sauces. **In no time, you'll be a pasta making pro!**

#### Shopping list:

##### EGGS:

Brown or white, shell color has no impact on flavor. Any egg size will do, but large are what was used in the testing of this month's recipe.

##### CREAM:

This month's lesson includes a primavera sauce which requires heavy cream. Do not buy light cream or half and half. The fat properties of these are too different to make this sauce work properly. You'll find what you need under the names "Heavy Cream" or "Heavy Whipping Cream".

##### FRESH PRODUCE:

The featured primavera sauce, jam packed with veggies, is a great way to use up those beautiful summertime veggies. Buy what looks good at the market. Any will do.

Fresh basil is also a great addition to any pasta dish. Snip fresh from your garden or buy a bushel at the market that is green, fragrant and free of brown spots or wilting.

Happy Pasta Making!

UChef



#### WATCH & LEARN

Get ready to make great pasta by watching this short video on [mixing, kneading and rolling pasta dough](#).

*\*Note: this video says to allow dough to rest for only 20 minutes. A full hour in the fridge will result in a much more workable dough.*

#### THIS MONTH'S DELIVERY INCLUDES:

Complete Lesson Plan & Recipes  
All-Purpose Flour  
Semolina Flour  
Crushed Red Tomatoes  
Tomato Powder  
Sage  
Thyme  
Nutmeg

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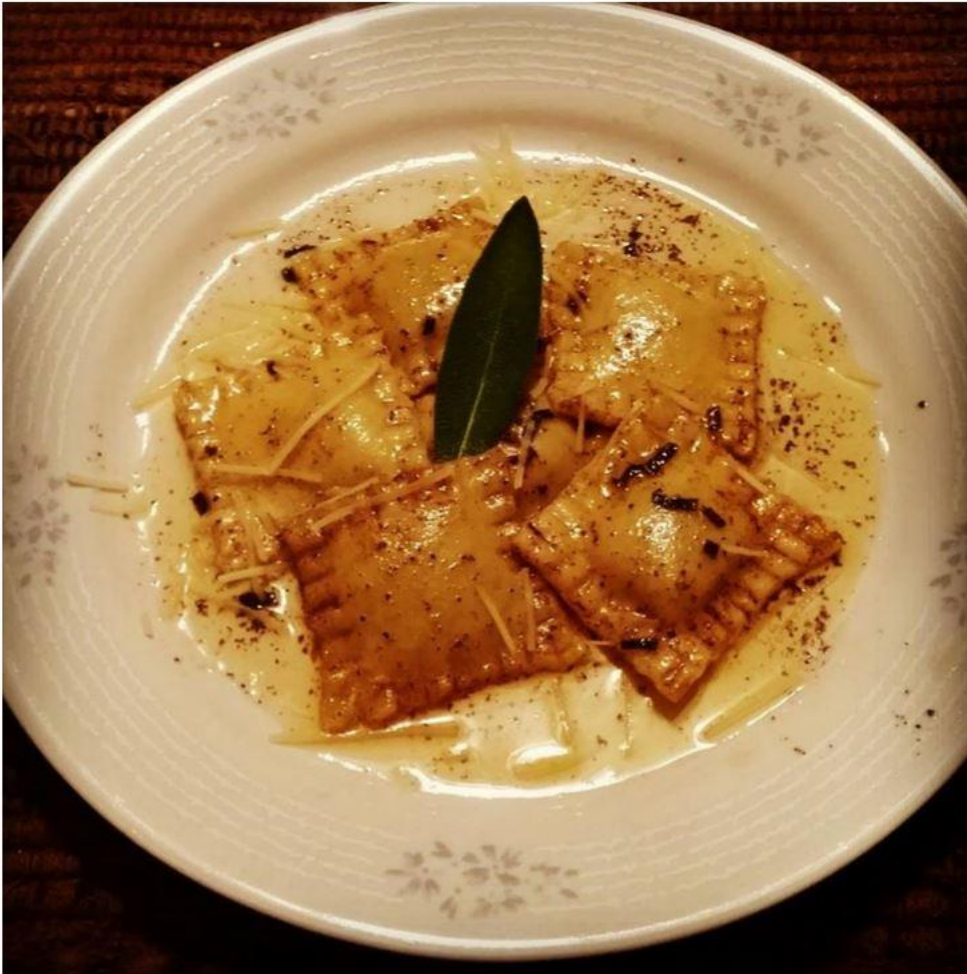


ATTACHEMENT 1.A

Perishable Goods Mini-Lesson Via Email

Email Subject Line:  
**Hooray! Your UChef Lesson Has Shipped!**

MEMBER REFERENCES, TESTIMONIALS



**Marya M Klayko**

Thanks to [Mary Guin](#) at UChef, I was able to "think outside the box" and create a delicious handmade butternut squash ravioli with a brown butter sage sauce! If you like to cook and want to learn some new skills, check out UChef! [#UChef](#) [#dinner served](#) [#husband approved](#) [#expandingmycookinghorizons](#) [#imnotevenitalian](#)

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### MEMBER REFERENCES, TESTIMONIALS



**Marya** – September 30, 2015:

I love cooking and have always wanted to try making fresh pasta. I always thought that fresh pasta would be a challenge and would take up a lot of time during the day if I made it from scratch. Thus, I reserved pasta making for a Saturday or Sunday, but still never got around to it. After receiving the UChef fresh pasta lesson, I was starting to think that maybe this wouldn't be so bad. The basic dough recipe seemed very simple followed by the complementing sauce examples, so I figured I would give it a try. I came home from work one day and really wanted to try to make ravioli. I decided to run over to a local farmers market and pick up some fresh ingredients. Having the ability to pick and choose what I want to go with my pasta or stuffed in my ravioli was a lot of fun for me. I currently have a subscription to a meal delivery service and I sometimes feel stuck with what ingredients they give you. This is sometimes convenient but can also be a little boring and not leave a lot of room to play around with other ingredients whether in season or just something you would like to try using in a dish.

The rest of the lesson was fun and informational. I loved learning how to roll the dough (It was a little tough, but hey, made with love, right?! ) and how to cut the dough into various types of pasta and what those varieties were called. I also kept in mind all of the side notes mentioned while making your pasta and used it as some food for thought. One example, if you put oil in your pasta water, that may play a role in why your sauce may not stick to the noodles later on. Another example, while you are cutting the pasta, start to boil your water so it is ready when you are finished cutting. Time management I think has been one of the hardest things for me to conquer when preparing meals. Having these little tid bits of information really helped and are simple enough to remember for future pasta making. JUST LIKE A LESSON!! Everything made fresh pasta making a breeze and I cannot wait to try it again.

I have really enjoyed this UChef lesson and will be patiently waiting for the next lessons.



**Courtney** – September 15, 2015:

I thought making pasta at home would be hard but this lesson was great. I don't have a pasta machine but the lesson addressed how to make, roll, and cut all by hand. I also loved how it gave 4 different sauces in the lesson plan how to pair with different types of noodles. For example, I didn't know ravioli is best paired with a light butter sauce. They also send an email out the day your delivery ships with a mini-lesson on how to buy and shop for anything perishable you may need like eggs or cream. Can't say enough good things! Looking forward to my next lesson!



## SAMPLES FROM LAMINATED SPRIAL BOUND NOTEBOOK/LESSON PLAN

# FRESH PASTA



BASIC PASTA DOUGHS,  
SAUCES, PAIRINGS & MORE.



Pasta from scratch is very simple, very inexpensive, and very delicious. This lesson will focus on traditional Italian Pasta, basic doughs, sauces pairings and more.



## Basic Pasta Dough Recipe

### You'll Need:

3/4 cup All-Purpose Flour ♦  
3/4 cup Semolina Flour ♦  
2 large eggs  
1/2 teaspoon salt  
2 tablespoons olive oil

- Mixing Bowl
- Fork
- Clean work surface for kneading
- Plastic Wrap



### Method:

Combine both flours and salt in mixing bowl. Make well in center of flour. Pour eggs and oil into center of well. Using a fork, break up the eggs. Begin to stir the egg and oil mixture, slowing start to incorporate the flour.

When mixture is loosely combined and shaggy, dump mixture, including excess flour onto work surface to begin kneading. Knead for 5-10 minutes, moving dough around board to collect unincorporated dry flour. Wrap in plastic wrap and refrigerator for at least 1 hour.



## Rolling, Cutting & Cooking

### You'll Need:

- Chilled Pasta Dough
- Rolling Pin
- Chef or Pairing Knife
- Extra Flour for Dusting

Once mixture has rested in refrigerator for 1 hour, cut into 4 equal pieces. Wrap and return other pieces to fridge until ready to roll.

Lightly flour work surface, hands and rolling pin. Using hands, shape into flat disc. Switch to rolling pin and begin to roll out, starting from the center - working outward. Continue rolling until dough is paper thin.

Lightly dust dough with flour, fold onto itself in thirds (like a letter) and cut into strips. Unfold strands and toss in extra flour. Set aside and allow to dry for 5-10 minutes before cooking. Repeat with extra dough in fridge.



**CHEF TIP:** Put pot of water on heat just before rolling pasta. By the time you're done rolling & cutting, you're water will be ready!

## SAMPLES FROM LAMINATED SPIRAL BOUND NOTEBOOK/LESSON PLAN

## Ravioli Filling

## You'll Need:

1/2 cup ricotta cheese  
1/4 cup grated parmesan  
2 tablespoons chopped spinach  
(fresh or frozen)  
1 egg  
1 pinch freshly grated nutmeg  
1 egg + 1/2 teaspoon water for egg  
wash



*Fillings are endless. Start with basic ricotta & customize. Just avoid watery fillings.*

In a bowl combine all ingredients, except for egg wash. Roll pasta into thin sheets. Working in a row, place 1/4 teaspoon of filling every 3-4 inches. (See above picture) Brush egg wash on the bottom half of the dough and fold dough over to seal. Press down around each piece of filling and seal. Cut dough to form raviolis. Secure seal by pressing edges with prongs of fork. Cook until just begins to float about 3-6 minutes.

## Primavera

## You'll Need:

2 cups your choice of vegetables.  
(Traditionally mushrooms, peas, asparagus carrots & more)  
1 cup heavy cream



*Primavera, meaning "spring" is a great way to use up veggies.*

Lightly cook vegetables with oil, salt and pepper until tender. Add cream and cook for about 1 minute. (Can also add various flavors such as garlic, red pepper, nutmeg and more.) Toss with cooked pasta and sprinkle with Parmesan cheese.

## Basic Red Sauce ♦

## You'll Need:

1 can crushed tomatoes ♦  
1 small onion - diced  
2 cloves garlic  
1/2 cup white or red wine  
Nutmeg ♦  
1 pinch dried thyme ♦  
1 pinch sugar  
1 pinch red pepper flakes ♦  
Fresh basil



*This versatile sauce is perfect for all pastas & can be endlessly modified.*

Finely chop onions (and any other firm vegetables you desire) and saute with small amount of vegetable oil over medium heat for 3-5 minutes. Zest garlic & add to mixture. Do not allow garlic to burn. Deglaze before adding tomatoes by pouring white or red wine into the pot. Allow to reduce for 1 minute. Add a few zests of nutmeg and pinch of sugar and red pepper flakes. Salt & pepper. Cook for 20-30 minutes. Toss with cooked pasta and fresh basil. Cook for 1-2 minutes to infuse sauce and flavor.

## Classic Sage &amp; Brown Butter Sauce

## You'll Need:

4 tablespoons unsalted butter  
1-2 teaspoons dried sage ♦  
Parmesan cheese



*This light sauce is great for stuffed pasta such as ravioli & tortellini.*

Cook butter on medium-low heat with sage until butter is fragrant, nutty, and beginning to turn brown, about 3 minutes. Add pinch salt & pepper. Add cooked pasta and cook for 1 minute. Sprinkle with grated Parmesan cheese.

## Pasta Friendly Herbs &amp; Spices

In most cases fresh herbs are preferred over dried, especially basil. However, dried herbs can be substituted by using a ratio of 1 part dried - 3 parts fresh. If a recipe calls for 3 tablespoon fresh herbs, you would use 1 tablespoon.

## BASIL



Extremely delicate, basil should be added towards end of cooking. Traditionally cut into little ribbons or "chiffonades". Do so by rolling leaves up and cutting into strips. Basil's sweetness works nicely with the acidity from tomato based sauces.B

## ROSEMARY



Leaves are firm so they need time to cook and soft. Add towards beginning of cooking. Remove leaves from stems by pulling off stem. Stems are woody and should not be used in cooking. Good with tomatoes, eggplant, mushrooms and meats.

## SAGE ♦



Sage can easily overpower a dish so chop finely and use with a light hand. You can also use leaves whole and remove before serving as you would a bay leaf. Fresh sage can be difficult to find in stores so dried "rubbed" sage works just as well.



Nutmeg is a favorite of many Italian cooks. Buy whole, not powdered and grate with zester. It's unique flavor takes the metallic edge of tomatoes and leafy greens like spinach. Good in tomato sauces and ricotta spinach ravioli filling.



**"This is my invariable advice to people:  
Learn how to cook- try new recipes, learn  
from your mistakes, be fearless, and  
above all HAVE FUN!"**

**-Julia Child**

Charlotte Magazine Article:  
IChef, UChef by Sarah Nowicki  
August 12<sup>th</sup>, 2015

For the modern foodie, sometimes getting to the store to grab all the ingredients needed for an inspired dinner can be a pain. That's why services like Blue Apron or Plated and other meal-in-a-box services have sprung up. But, those services can feel a little dull -- becoming more of a convenience than an experience for the already savvy home cook.

Luckily, Mary Guin, a young entrepreneur and recent Johnson & Wales graduate, "saw the gap between meal delivery services and educational cooking." She's launched a start-up called UChef: The Mini Culinary School-in-a-Box. The product is a monthly subscription based experience that focuses on offering a complete lesson centered around one specific building block of cooking - such as chocolate making, soups and stews, proper technique, flavor pairings, etc. There's also a laminated and bound lesson plan booklet which is sturdy enough to withstand some of the messier cooks.

Guin says that UChef is "... the difference between giving a man a fish and teaching a man to fish. Our members want to learn and have the confidence to put their own spin on things." She saw the "ah-ha" moments on the faces of friends and family when she presented information, tips, and tricks when they came to her for cooking advice, so, she simply packaged the idea. "I found that people who really love to cook are passionate enough to want to learn the whys and hows of cooking. From there, UChef was born."

The Kickstarter for UChef completed its first round of funding last month; first users received lessons a few weeks ago and are already singing Guin's and UChef's praises. Because of the overwhelmingly positive response to the service, Guin has decided to launch another campaign which will run through August 20.

So, who would get the most benefit from this Charlotte entrepreneur's idea? "Our members are curious home cooks that want to know the whys and hows of cooking. We distinguish ourselves from other meal-in-a-box services in that we're not a meal-in-a-box at all. ...we are offering an experience."

This month's lesson, fresh pasta, is also covered in this WBTV news segment. A full launch is just around the corner, which will, of course, include recurring monthly deliveries.