

**Short Pitch:** The ultimate online resource for delicious recipes, perfected and approved by Zachary Rosenthal.

**Long Pitch:** Delicious Plates will focus on showing the world the elegance, passion, and the creativity that define renowned cuisine. The site will open the world, and its taste buds, to Zachary Rosenthal's personal recipe book. Delicious Plates will lay the ground work to a future publication, Whats Cook'in Zach?, which will hold Zachary Rosenthal's recipe collection in its entirety. It is the goal of Delicious Plates to bring out the foodie in everyone.



**Saffron the Mom**  
Budget-minded and trend-setting caregiver



**Blayde the Restaurateur**  
Powerful business savvy foodie



**Audi the line cook**  
Young, energetic and hungry for new recipes

**Name:** Saffron the Mom

**Descriptor:** Budget-minded and trend-setting caregiver.

**Quote:** "The best meals are the meals you share with your loved ones"

**Who is it:**

- Age: 38
- Location: Colorado Springs, Colo.
- Job: Stay at home mom
- Technical skills: Creative writing, organization, and office management
- About: Kind, caring, and humble, Saffron treats all children as her own. She is always ready to take her children and their friends on their next adventure. Saffron finds the best in everyone and is viewed to be the peacemaker.

**What Goals:** Interested in trying new and unique recipes. Want to extend my repertoire of hearty cost effective meals for my family.

**What Attitude:** Open to trying new things, likes everything to be neat and easy to use.

**Which Behavior:** Saffron, while very intelligent, is not extremely tech savvy. She likes things to be easy to use and to the point. If a website is too difficult to use or unappealing she is often likely to skip over it. She expects a website to present her with the information she is looking for in a neat and easy to use design. Saffron also likes to use her *phablet* to browse the Internet, so she appreciates a mobile friendly website.

**Comps:**

<http://www.simplyrecipes.com>

<http://www.justtherecipe.com>

<http://www.budgetbytes.com>