



**The Speaking of
Food and Healthy
Living Award**
Excellence in Consumer
Communication

 Dietitians of Canada
Les diététistes du Canada



REGIONAL AWARD RECIPIENT – Alberta and the Territories

The Big Cook You Can 2 Publishing

Challenge: Canadians are often on the lookout for new ideas to help them fit healthy meals into their fast-paced schedules. Canadians also tell us they want to have more control over their food decisions and want to prepare healthier and more wholesome meals for themselves and their families.

Program: *The Big Cook* is a cookbook and a cooking concept that works to help busy singles, couples and families get organized with their meal preparation and increase their intake of healthy homemade meals. Rather than undergo the stress of having to cook nutritious and delicious meals with limited time on a daily basis, the cookbook encourages readers to avoid this frustration by devoting one day to meal preparation to be used over the next few months. *The Big Cook* encourages readers to gather a group of three to four friends for a “big cook” day and prepare over 200 meals in one session. The meals are then frozen in zip-locked bags and stored compactly in the freezer. When required, Canadians “on-the-go” can then cook their home-cooked meals in the oven, slow cooker, barbecued or stir-fried. *The Big Cook* also encourages people to be more efficient in the kitchen and take more time to sit down with family and friends to enjoy their meals together.

The cookbook includes 73 main course meal recipes that serve four to six people (or this can be divided into four to six separate meals for one). *The Big Cook* also explains the necessary steps to complete a “big cook” including choosing the recipes, making the grocery list, shopping for the food, cooking preparation tips and activities for the “big cook” day.

Partners: *The Big Cook* was developed by You Can 2 Publishing, which is a publishing company established by Joanne Smith (a Registered Dietitian), Deanna Siemens (a retired Registered Nurse) and Lorelei Thomas (Masters in Education, high school teacher) in 2006 in order to self-publish the cookbook.

Results: The cookbook was well received when it debuted in April 2006 in Medicine Hat, Alberta. The following September it was distributed in stores throughout Alberta and the first print of 5,000 sold out after four short months. *The Big Cook* is now a National Best Seller and is available across Canada, with hopes to move into the United States next year. The cookbook has also gone to second print and upcoming editions are currently being planned for the future.

The Details: To learn more about the program and/or purchase a copy of *The Big Cookbook*, please visit www.thebigcook.com.

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