

The perfect Foodie business to beat the recession?

Submitted by: My Secret Kitchen Ltd

Friday, 13 February 2009

My Secret Kitchen have found that there are many mums who:-

In today's climate are looking for that second income,

Have the problem of juggling the hours they can physically work whilst looking after the children

Struggle to find something that they would actually love to do

Would like to set up their own business but are nervous about taking the leap

Don't want to "pressure sell"

Want to prove to themselves that they can set up a successful business but can't find the help and support to do so

Have a passion for food and cooking.

My Secret Kitchen is having record sales month after month during the downturn in the economy as a result of fulfilling the needs of those mums. Very simply, the business has taken the Tupperware style concept of "party plan" but instead of demonstrating plastic, they are showing a range of lovely foods and ingredients with recipe ideas to go along with them. My Secret Kitchen gives a business opportunity to mums, that fulfils their passion, gives them the opportunity of sharing a great evening with other people and in doing so, make some money for themselves at the same time

Phil Moran, co-founder of My Secret Kitchen comments "In today's climate, people aren't going out to fine dining restaurants as much, but are still looking for an inspiring meal occasion. My Secret Kitchen gives people the opportunity to try new and unusual foods and a variety of recipe ideas whilst sharing the experience with their friends"

Jim Gregory-Wide, marketing director, adds " The business opportunity of becoming a My Secret Kitchen consultant means giving people the opportunity to work the flexible hours they want to and help inspire people with wonderful recipe ideas and some really great foods to add the wow factor to an everyday meal"

So... authentic natural foods that people try before they buy, a great evening in with friends and some inspirational recipe ideas is proving to be one answer to enable a group of foodie lovers the extra income that is so important for today.

Further information at www.mysecretkitchen.co.uk or Clare Moran at 0845 094 5319
office@mysecretkitchen.co.uk