

SUMMERTIME SENSATIONS FROM GREAT BRITISH CHEFS AND OCADO

Submitted by: Great British Chefs

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UK's best seasonal cooking in a new app

Great British Chefs, the award-winning premium recipe website, today 16th July launches a new Summertime App in partnership with online grocer Ocado (www.greatbritishchefs.com/the-app). Full of fabulous dishes worthy of the great British Summer of 2012, proceeds of the App will go towards Action Against Hunger, a global charity committed to ending world hunger while saving lives of malnourished children.

Packed with over 100 lovingly crafted recipes, from 21 of the most talented British chefs including Marcus Wareing, Tom Aikens, Nathan Outlaw, Robert Thompson, Richard Corrigan, Shaun Hill, Marcello Tully and Martin Wishart this incredibly beautifully crafted app will help people of all cooking abilities hone their skills, allowing them to create their own award winning dishes. From irresistible dinner party menus, glamorous picnics to sumptuous BBQ recipes and delightful summer puddings, there's a summery dish for every food lover, no matter where they are.

Food lovers can tap into an extensive library of recipes for inspiration and each recipe is linked through to an aggregated shopping basket, enabling users to purchase all the related ingredients in a single click from Ocado.com.

The Summertime App also includes instructional videos to help perfect your cooking skills such as making a mayonnaise or tips on how to prepare an artichoke. Users can search by individual ingredient, specific course or level of cooking complexity and then simply click to buy all of their ingredients from Ocado.com (<http://www.ocado.com>) The app showcases recipes ranging from classics with a twist such as Kedgeree, Coronation chicken salad, Chicken and curry Kiev, Cod scotch eggs, Salmon skewers, Eton mess, to stunning summertime dinner party sensations such as Burrata with chickpea fritters & summer salad, Ceviche of Trout with Avocado Sorbet, Monkfish with tomato, ginger and garlic, Whole grilled sea bass with fennel and orange salad, Cod with pork belly, Asparagus, roast red onion and blue cheese tarts and Pimms and Hendricks jelly.

The full list of chefs are as follows: Marcus Wareing, Nathan Outlaw, Tom Aikens, Martin Wishart, Dominic Chapman, Galton Blackiston, Alfred Prasad, Pascal Aussignac, Greg Malouf, Richard Corrigan, Christoffer Hruskova, Robert Thompson, Matt Tomkinson, Marcello Tully, Frances Atkins, Paul Heathcote, Shaun Hill, Josh Eggleton, Simon Hulstone, Paul Ainsworth, Shaun Rankin

Features of the Summertime App include:

- Each recipe is beautifully shot and can be viewed through a stunning recipe image gallery
- Each recipe is linked through to an aggregated shopping basket, enabling users to purchase all the related ingredients in a single click from Ocado.com (<http://www.ocado.com>)
- Intuitive navigation and search facility:
- Integrated social media functionality allowing users to share the recipes, images and shopping list across the popular social network platforms and email
- Voice control that allows people to cook without touching their iPad or iPhone
- Comprehensive information about the chefs, their restaurants and cookbooks

- A series of 25 "How to" films

The Great British Chefs Summertime App follows the recent launch of the Feastive app and the original Recipes app. As before, the app comes with the same award winning user experience, consistent and stunning photography and easy to follow information.

The Great British Chefs Summertime App is available for £1.99 for the iPad and iPhone from 16th July.

Britain is one of the world's most exciting culinary experiences and the Summertime App will bring Great British Chefs to life in your own kitchen making it easy to create award-winning meals at home.

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For further information including images, recipes and interview requests, please contact:
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About Great British Chefs:

Great British Chefs (www.greatbritishchefs.com) is a digital publisher championing the best chefs across Britain. Founded in 2010 Great British Chefs has a following of almost 100,000 on Google+ and almost 80,000 fans on Facebook. With over 65 award winning chefs from all over the world, but living in Britain, we showcase hundreds of their recipes, with stunning photographs, how to videos and award winning apps, Great British Chefs represents the go to place for people who want to be inspired by the best chefs in Britain, learn how to cook their award winning dishes and find out about their restaurants.

Facebook: www.facebook.com/greatbritishchefs / Twitter @gbchefs

App: www.greatbritishchefs.com/the-app

Ocado:

Ocado (www.ocado.com) was established in 2000, started trading in 2002 and is now one of Britain's leading online supermarkets. Ocado operates a centralised distribution model which means that it does not rely upon a network of stores from which to service customers – orders are fulfilled at a unique, high-automated Customer Fulfilment Centre in Hatfield, Hertfordshire, before being loaded onto delivery vans making local routes, or transported by HGV to vans stationed at a network of regional UK distribution spokes. Ocado delivers over 23,000 product lines including Waitrose goods and a growing Ocado own-label range.

Action Against Hunger:

ACF International|Action Against Hunger is an international humanitarian organisation committed to ending child hunger. Recognised as a leader in the fight against malnutrition, Action Against Hunger saves the lives of malnourished children while providing communities with access to safe water and sustainable solutions to hunger. With 30 years of expertise in emergency situations of conflict, natural disaster and chronic food insecurity, Action Against Hunger runs life-saving programmes in over 40 countries benefitting six million people each year. www.actionagainsthunger.org.uk