



Media Release

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Now there's a Food Gym, for your food lifestyle workout!

iMobileMedia announces the launch of The Food Gym, a unique new food program, streaming live on CooksClub.tv from Easter Saturday, April 16th. It is part cooking show, part culinary school, bundled with live interactive in-home Kitchen Fitness.

The Food Gym is targeted for people who want to make food their thing, but never found the right place to work out, says CooksClub Founder, Sydney Restaurateur, Rob Keogh. “We face so many challenges around food,” Keogh said. “the Food Gym helps outsource some of the hassle, and at the same time develop your skills. We help you to plan and provision, train you to prepare and preserve, then coach you to become a fabulous cook”

Your Kitchen Coaches include a French Executive Chef and food presenter, Loic Lemaitre, with an Italian cook, Kathy Ferris. The format is based around planning, provisioning, preparation, and preservation, to set up your week with wonderful meals.

Each Thursday you receive a Designer Menu, with a wide choice of meals for each week's session. While the menu links to recipes, in Kitchen Fitness you are challenged to create meals, by simply combining a protein, a flavour profile, and a cooking method.

Saturday morning you can check into your Kitchen Fitness session at the Food Gym, where your Kitchen Coach guides you through preparation of your week's Designer Menu. You explore different flavour options, learn some new skills, and hone your technique.

Kitchen Fitness is a team [mise en place](#) session, a process that is essential in restaurants, for chefs to quickly cook a variety of meals during service. During the live session, you can join the chat about seasonal foods, ask questions and get ideas from the various flavour profiles that different team members are creating.

Just like a gym, you can stay in the session as long as you like, the Coaches are live from 9 until 12 noon, but after about an hour you should have your meals set for the week and your food stored fresh in vacuum canisters or cryovac bags. If you miss the live program, you can catch up on Sunday, or anytime, with Kitchen Fitness highlights on-demand to help with your prep and cooking.

The Designer Menus generate a provisioning list. You shop for your groceries at supermarket pricing or get local provedores to deliver. The Food Gym costs just \$2.48 per week with an annual family membership. Monthly or half-yearly offers are also available.

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