



Ovens to Betsy!
Personal Chef Service

706 North 67th Street
Seattle, WA 98103
Kitchen | 206.788.0280
www | ovenstobetsy.com

Contact:

Chef Betsy Rogers

(206) 788-0280

chef@ovenstobetsy.com

FOR IMMEDIATE RELEASE

From PR to Purée: Seattle High Tech Communications Pro Follows Passion for Cooking, Swaps Keyboard for a Whisk

*With Ovens to Betsy! personal chef service,
busy professionals can once again savor nourishing, home-cooked meals*

SEATTLE (December 20, 2001) — After more than a decade in public relations, high tech communications pro Betsy Rogers is following her true passion – cooking – and has launched the personal chef service Ovens to Betsy! to serve the Greater Seattle area. The service offers a convenient, affordable way for busy professionals to savor home-cooked meals prepared specifically to their liking. By handling all the meal preparation – including menu planning, grocery shopping, packaging and kitchen clean-up – Ovens to Betsy! alleviates the hassle of dealing with what’s for dinner each night.

To begin the service, Rogers first interviews clients to determine their food preferences and dietary needs, then crafts a customized two-week menu. Once the menu has been approved, she schedules a cook date. Rogers begins the day by shopping for all the groceries needed to prepare 10 double-portioned meals, then comes to the client’s home to cook, bringing all the necessary cookware. Clients come home to a

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Delectable dishes prepared to your wishes

spotless kitchen filled with lingering aromas of the scrumptious meals stored in their refrigerator and freezer. The cost per person is comparable to a mid-priced restaurant.

Although Rogers has enjoyed cooking for friends and family for years, she never intended to make a living from it. However, after spending 12 years in the public relations

business, she realized she wasn't as fulfilled by her career as she once was. That, coupled with the economic downturn within the high tech sector, forced Rogers to reevaluate her chosen profession.

"I've always been incredibly gratified by the response I receive from sharing a delicious meal that I've prepared," Rogers said. "However, I never dreamed this could turn into a full-time career until I started researching the personal chef industry. The fit is perfect, as being a personal chef combines my entrepreneurial spirit and dedication toward providing 'high touch' client service with my passion for cooking. Plus, it enables me to help others enjoy a healthier, more balanced lifestyle by deepening their appreciation for fabulous food."

Rogers most recently operated an independent public relations consultancy, Firefly Communications. She also has held senior-level PR positions with several Seattle-based public relations agencies and corporations. Rogers is a graduate of the U.S. Personal Chef Institute and Bon Vivant School of Cooking, and is a member of the U.S. Personal Chef Association.

In addition to the personal chef service, Ovens to Betsy! offers catering and event planning for up to 75 guests and will soon offer cooking classes for individuals or groups. Gift certificates are also available for the standard personal chef service of 10 double-portioned meals, which would be particularly beneficial for new mothers or those people with special dietary needs. For more information, contact Chef Betsy Rogers at (206) 788-0280 or via email at chef@ovenstobetsy.com.

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