

Site updated Wednesday, March 08, 2006 01:35 PM

## SITE INDEX

- [Home Page](#)
- [News](#)
- [Opinion](#)
- [Letters](#)
- [Sports](#)
- [Entertainment](#)
- [Dining](#)
- [The Drive](#)
- [Urban Landscape](#)
- [City Calendar](#)
- [Travel](#)
- [Restaurant](#)
- [Reviews](#)
- [Back Issues](#)
- [Contact Us](#)
- [About Us](#)
- [Community Links](#)
- [Contests](#)

## VANNET SITES

- [VANNET Classifieds](#)
- [Astral Reflections](#)
- [Movie Listings](#)

## VANNET PAPERS

- [Abbotsford Times](#)
- [Burnaby Now](#)
- [Chilliwack Times](#)
- [Coquitlam Now](#)
- [Delta Optimist](#)
- [Langley Advance](#)
- [Maple Ridge/Pitt](#)
- [Meadows Times](#)
- [North Shore News](#)
- [New West Record](#)
- [Richmond News](#)
- [Surrey Now](#)

## RELATED SITES

- [canada.com](#)
- [DRIVING on canada.com](#)
- [Classifieds on canada.com](#)
- [National Post Online](#)
- [FPinfomart.ca](#)
- [Canada News Wire](#)
- [working.com](#)
- [Sports on canada.com](#)

Search Site:

by Google

[send us an event](#)

[send us a letter](#)

[send us a news tip](#)

## DINING



DinnerWorks' Gerry Maw (l) gives food writer Duncan Holmes a few pointers. Photo-Tim Pawsey

### DinnerWorks makes cooking a no-brainer

By Tim Pawsey

Stressed out? Too busy to cook, to shop, even? You're far from alone.

With schedules busier than ever, and both partners in families often working long hours, it seems there's less and less time to plan, shop and cook properly.

That fact certainly hasn't escaped the ever-inventive U.S. food industry. It's falling over itself to capitalize on the burgeoning Home Meal Replacement sector-estimated by some observers to be as much as a whopping, fridge-filling \$100 billion US a year.

Seems like more of us are getting that too-tired-to-cook feeling more often. Not only can that nothing-in-the-freezer feeling be frustrating, lack of planning for proper meals can be both unhealthy and expensive.

Aside from time constraints, the other scary reality is that a growing number of young people have no idea how to cook a meal from scratch.

All that adds up to good news for a creative new outfit called DinnerWorks (102-1669 West Third Ave., 604-731-1185; www.

**THE VANCOUVER **courier****  
**ADVERTISING SIZES AND INFORMATION**  
[CLICK HERE](#)

**Love Your Pet Contest**  
  
 Winner: "Whiskey"

**CITY CALENDAR**

**VAN·NET**  
 NEWSPAPERS

**NATIONAL SALES**



DINING OUT FOR LIFE

**THE WESTCOAST FAMILIES EXPO**  
 April 29 & 30, 2006

DinnerWorks.com). It's the latest addition to Vancouver's HMR scene, which has become increasingly sophisticated over the last few years. These days, if you're too harried to hover over a hot stove, there is a number of ready meal options to entice. However, such convenience and extravagance several times a week can quickly add up to one heck of a grocery bill.

Think of DinnerWorks as a kind of HMR equivalent of U-Brew or U-Vin. Somebody else comes up with the ideas, the planning, the expertise, the kitchen-and even the clean-up. All you have to do is commit the time to prepare some or even all of the meals you might need, say, for a two or four week period.

DinnerWorks owner Chris Roscoe quickly admits he "borrowed" the idea from successful ventures in L.A. and Kelowna (you did know that Kelowna's the L.A. of the Okanagan, didn't you?), with names like Dinner Solutions, Thyme on Your Hands, Let's do Dinner or Dish Delish.

Roscoe says a good starting point for most people is to plan six or 12 meals for the first time around. Twelve coincides with the number of smartly outfitted prep stations in DinnerWorks spacious, well-lit and spotless West Third Avenue digs. Each mobile, refrigerated station is equipped with everything you need to assemble the uncooked ingredients for one dish-right down to the spices, oils and sauces. And, most importantly, a blow-by-blow recipe that assumes you know absolutely nothing. Step one: Put on gloves. When you finished packaging up the ready-to-cook meal in its tin foil container (complete with label and cooking instructions), you just move on to the next station.

Call it Cooking for Dummies, but this latest food fad might just catch on, especially if you planned a party with a few close friends. Roscoe suggests parties could be big draw. How about a babyshower while you and your friends whip up cranberry chipotle pork chops? Or how about sending the boss away on that transfer with a month's supply of Thai style chicken, teriyaki salmon or chicken enchiladas with green tomatillo sauce?

Once you've booked your spot (morning, afternoon or evening, Wednesday through Sunday), all you have to do is show up and follow the instructions.

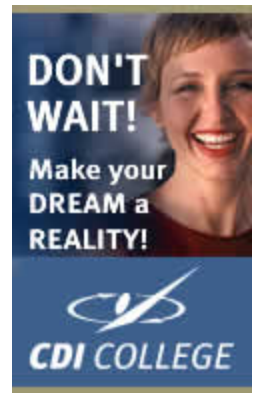
Recipes (such as chicken cacciatore, Santa Fe pork chops with corn salsa, and turkey meat loaf with sun-dried tomatoes) are straightforward and, right now at least, don't really push the culinary envelope. Later on, says Roscoe, there might be a move to accommodate specific needs such as organic or vegetarian diets. But for now it's just a question of putting food in the freezer. Cost works out to around \$4 per serving.

Cleanliness and proper food handling are paramount, says Roscoe, who (along with his staff) has successfully completed B.C.'s FoodSafe training. No one gets near a station without first washing their hands.

Right down to washing your messy apron, DinnerWorks does it all. If you're just too busy, they'll even prep it for you for a small extra charge and as long as you can pick the meals up.

All you have to do is put them in the freezer. Of course, even that could be a challenge for some people.

published on 03/08/2006



We've also got an [archive](#) of Tim Pawsey's columns from 2001, 2002, 2003, 2004, and 2005 for you.

---

[back to top](#)

All contents of this site are copyright by Vancouver Courier, a division of CanWest MediaWorks Publications Inc. No re-use of any portion of this site is permitted in any medium without the express written consent of Vancouver Courier. Please contact the [webmaster](#) for more information.

[Click here for our Privacy Policy](#)