



NEWS RELEASE

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For Information:

Katrina FitzSimmons

850-567-6451

katrinafitzsimmons@gmail.com

Katrina's Kitchens Now Ready to Serve Monticello, Tallahassee and Thomasville

Monticello, FL:

Home cooked meals delivered right to your door? If you live within a 30 mile radius of Monticello, FL, then the dream can be a reality! Entrepreneur, mother and cook Katrina FitzSimmons announces the start of Katrina's Kitchens, which offers up "Home Cooked, Home Delivered" weekly meals that can be delivered right to your door!

Katrina's Kitchens started in February of 2012 when Katrina and her daughter, Katrina Walton, were discussing the difficulty of managing kid schedules, sports, church, business and family life. They found that dinner was always the last thing on their minds... but the family meal is an important part of every home. That's when they turned their dilemma into a lucrative – and tasty – business opportunity. "Wouldn't it be wonderful if we could just all sit down to a nice homemade dinner for a family hour nightly... without having to do all the shopping and preparation."

"We knew we could provide fully prepared and ready to cook, wholesome, healthy and delicious dinners with a menu that changes monthly. A menu that consists of at least 18 entrées to select from. Customers can order right on-line for home delivery, or they can call and order and pick-up items.



To make the dream a reality, it took seven months of research and development followed by three months of successful trials. Early steps included plenty of taste testing for existing provider products, development of a mouth-watering menu, packaging design, and even a contest to develop and select a logo. Consultants were retained for the development of both a business plan and an interactive web site, but one all important step was given to Katrina's husband, who became a frequent taste-tester, gaining 20 lbs for his efforts!

The partners behind Katrina's Kitchens may be a mother and daughter team, but they take the business of creating home cooked meals seriously. Mom does most of the shopping and food preparation while "Little Katrina" helps with marketing and is there as a back up when orders are heavy. Both love to cook, and Mom has a background as a corporate administrator for a restaurant chain.

Customers include seniors, busy professionals and two career households... but busy families continue to be the primary target demographic. "Our target customer wants to eat at home, but either doesn't like to cook or is too busy. We are committed to making and providing home cooked, home delivered, home consumed, family dinner hours without the fuss of time-consuming shopping, chopping, slicing, dicing and clean up. We want to focus on good food and the family dinner hour, which is, in our opinion, the most important hour of the day, period. That's our core mission and product."

Currently Katrina's Kitchens is licensed at the "Brickhouse" Restaurant in downtown Monticello.

