

Kitchen Korner

Great Tastes Are Just A Click Away

(NAPSA)—What good is a great recipe if the cook can't find the ingredients needed to make the recipe come alive?

This is particularly true when it comes to ethnic cooking, or dishes that call for a specific flavor. At times like those, making do with substitutions just won't do.

Fortunately, a Web site has come up with a way that makes it easier to plan everyday meals, parties, and other events that call for mouth-watering recipes.

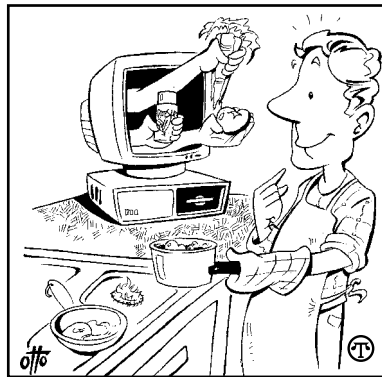
The Web site, Netgrocer.com, has created an interactive forum where consumers can find great tasting recipes, and purchase the ingredients the recipes call for online.

Entitled Shari's Kitchen, the site-within-a-site is also designed to be a source of informative tips for expert and novice cooks alike.

The online kitchen has been launched with 200 recipes that are organized into categories, such as Main Dishes, Sauces and Dressings and Special Diets.

True to its consumer-oriented roots the site-within-a-site will have a feature called "My Favorite Recipe" which will highlight recipes contributed by Netgrocer customers.

According to Shari Leibman, creator and director of Shari's Kitchen, "In addition to being a meal planning resource for people who want to put a little variety into their cooking, this is a convenient way for consumers to purchase the brands they already love and use, and explore new



A Web site is making it easier for cooks to research recipes, and buy the ingredients they need for these recipes, online.

ways to use them." Prior to joining forces with Netgrocer, Leibman managed a successful catering business.

Lisa Kent, president of Netgrocer, sees the forum as a valuable time-saving resource for customers. Says Kent, "We are always striving to find ways that simplify and improve consumers' lives and these easy, click-to-buy recipes not only help our consumers but give them more reason to shop with Netgrocer."

In addition to Shari's Kitchen and its associated features, Netgrocer.com offers non-perishable groceries, drug store items, general merchandise and other household items for sale online at the site. There are no membership fees and orders are delivered directly to consumers via FedEx.

To learn more, visit the Web site at www.netgrocer.com.