



Chef Todd Mohr's
WebCookingClasses.com



Media Interview Guide

Who is Chef Todd Mohr?

Chef Todd Mohr is a former Executive Chef, Cooking School owner, mentor, and educator, who has taken on a **cooking cause** that no one else in the food world will touch with 10 foot tongs, the fact that **RECIPES DON'T WORK!**

Chef Todd is the creator of WebCookingClasses.com and NoRecipeLifestyle.com, and has taught thousands of people all over the world to “Burn Your Recipes” and cook like a chef at home.

What is Web Cooking Classes?

WebCookingClasses.com frees students from the frustrations of written recipes and empowers them to create meals with basic cooking methods that cookbooks never tell.

We provide online video cooking lessons for students to learn cooking on their own time, in their own home, at a cheaper cost than other forms of cooking instruction, via a monthly membership.

WebCookingClasses.com is a unique, educational and entertaining internet-based cooking video university for home cooks and professionals. Students discover the empowerment of using basic cooking methods over written recipes to generate endless dinner ideas using the ingredients they desire.

What Makes Web Cooking Classes Different from Cooking Videos?

The lessons are fed in a concerted effort to have one skill build on the next, progressing toward internalized methods, not just following recipes. WebCookingClasses.com delivers a new 20-30 minute cooking method video to members private access web page each week.

Most cooking video websites simply allow access to a large amount of information, without guidance or purpose. WebCookingClasses.com is not a library of recipes for people to wander aimlessly through. Actually, there's not a single recipe in any of the three 16-week modules, Basic Cooking Methods, Advanced Cooking Methods, and Pro Cooking Techniques, 48 weeks total.

WebCookingClasses.com eliminates fears and doubts about cooking by teaching basic techniques designed to take the stress out of cooking, be a more confident cook, have more cooking ideas, and cook different food, all while improving the nutritional quality of food, saving money at the grocery and by reducing take-out meals, while improving the lives of the entire family with skills that last a lifetime.

Media Coverage:

Visit <http://www.NoRecipeLifestyle.com/media-press>

Story Ideas and Topics:

- 16 Cooking Rules You Should Never Follow Because They're Ruining Your Food.
- How \$2250 of Your Food Budget is Wasted AFTER Grocery Shopping.
- Burn Your Recipes and Improve Your Cooking Immediately!
- Do You Recognize the Signs of Mageirocophobia, the Fear of Cooking?
- What To Do After You've Discovered Your Recipe Book is Lying To You.
- The 5 Simple Steps to Cooking Healthy Nutritious Food
- Budget Cooking Ideas For People Who Love Food
- The 5 Things Recipes Don't Tell You That Can Ruin Your Cooking
- 10 Minutes to Change Your Cooking Without Any Experience At All!
- Ethnic Profiling Is The Key to Cooking With Spices
- The Great Male Myth – Why Burning Food Outside is Acceptable.

WebCookingClasses Questions:

- 1) People have been learning to cook with recipe books and TV shows for years, how do you teach people to cook on the internet?
- 2) There are a lot of free cooking videos on the internet, what makes WebCookingClasses different?
- 3) What does it mean to live a “no recipe lifestyle”?
- 4) What do you mean by “cooking by basic methods”?
- 5) After graduating from WebCooking Classes, what do people say they can do that they hadn't before?
- 6) What are your top 3 tips that you can give our audience that will change their cooking immediately?



General Cooking Questions:

- 1) What is the biggest challenge for people trying to learn to cook?
- 2) What is the most often asked question of students learning to cook?
- 3) I always over-cook my steaks, how can I tell when they're done?
- 4) What's the best recipe book to buy?
- 5) How can busy families cook dinner quickly and in a healthy fashion?

Live Cooking Demonstrations:

- 5 Chef Secrets for Creating Amazing Meals at Home
- The Art of Nutritional Cooking – Reducing Salts and Fats in Your Diet
- The Secrets of Cooking Vegetables that Even Your Kids Will Eat.
- Turn Any Liquid into a Flavorful Sauce With Simple Quick Tricks.
- Blazing and Deglazing: Cooking with Wine.
- Beer Cuisine: Cooking with Beer

**....and 35 other classes from Aphrodisiac Foods
to Vegetarian cooking methods.**



Resources:

Further information about Chef Todd Mohr and WebCookingClasses.com

WebCookingClasses.com Website:
<http://www.WebCookingClasses.com>

NoRecipeLifestyle.com Website:
<http://www.norecipelifestyle.com>

Chef Todd's Mission Statement Video:
<http://www.webcookingclasses.com/how-to-cook-a-recipe/cooking/>

Chef Todd's YouTube Channel:
<http://www.youtube.com/user/ChefToddMohr>

Chef Todd Sample Video: (demo reel)
<http://www.screencast.com/t/gi8sjOGO>

Extended interview with Chef Todd Mohr:
www.reluctantgourmet.com/chef_todd_mohr.htm

Examples of WebCookingClasses Videos:
(This is public content, similar course videos are protected for members only)

Dicing Onions
<http://www.youtube.com/watch?v=OiZr9cPPeIQ>

Buying Knives:
<http://www.youtube.com/watch?v=ydvGhgsOoqE>

How to Make Crepes:
<http://www.youtube.com/watch?v=vOJynWdnR70>

"Burn Your Recipes, Volumes 1, 2, and 3"
<http://www.webcookingclasses.com/cooking-dvd/>

"French Food Finds: Buy Fresh, Cook Simple, Eat Well" DVD
<http://www.webcookingclasses.com/easy-healthy-meals/>

Chef Todd's "Complete Fresh Approach To Cooking System"
<http://www.webcookingclasses.com/fresh-in-season-cooking/>

Chef Todd's Facebook Fan Page:
<http://twitter.com/cheftoddmohr>

Twitter with Chef Todd:
<http://twitter.com/cheftoddmohr>

Chef Todd's favorite video (it's silly)
<http://www.youtube.com/watch?v=Ruzkn95SJFQ>

Chef Todd in Hawaii
<http://www.webcookingclasses.com/koloa-sunshine-farmers-market-in-hawaii/how-to-cook/>

Chef Todd in Paris
<http://www.webcookingclasses.com/will-chef-todd-find-healthy-eating-during-paris-travels/cooking/>

