



Special Fork
What to Cook Now!

From: Special Fork
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Special Fork Answers What to Cook for Dinner

Free Mobile Website works with iPhone, Android Phones and Blackberry

It's 4 p.m. Do you know what to cook for dinner? Special Fork, a new free mobile recipe website, gives tasty answers via the iPhone, Android phones, Blackberry and all other smartphones. All recipes are professionally developed and take 30 minutes or less of prep time. Just open your Internet browser and go to www.specialfork.com.

Special Fork's goal is to deliver a recipe, customized to the user's preference, in 60 seconds from start of search. Each search generates a preview page with multiple recipes that show prep time, cook time, level of difficulty and any special equipment requirements. This enables users to skim the information to decide whether to select the recipe for review or move on to the next selection.

Additional Special Fork Features

Once a recipe is chosen, it can be emailed to the user's home computer or shared with others via Twitter and Facebook. And it's easy to generate a shopping list for the recipe on the mobile phone with one click of a button. If the person who selects the recipes isn't the shopper, the list can be emailed to whoever buys the groceries.

Special Fork also provides a two-tiered recipe box to hold the user's go-to recipes in one section and recipes the user would like to try later in another section. This feature encourages browsing recipes during leisure time, since appealing recipes can be saved and easily accessed to cook another day.

Special Fork posts a new daily food blog Monday through Friday. The site also features how-to videos, and selection and storage information for meats, produce and grocery items.

While Special Fork was designed as a mobile website to be the on-the-go answer to what's for dinner, a conventional site is also available. When the consumer goes to www.specialfork.com, the server will deliver the appropriate site – mobile or conventional – by recognizing whether the consumer is using a smartphone or regular computer. The site can also be accessed on the iPad.

Since Special Fork is a mobile website and not an app, it integrates all information so recipes saved in a recipe box on a Blackberry will be viewable on the iPad, iPhone or Android phone, and on the consumer's home or office computer.

Special Fork is on Facebook at on.fb.me/fQVzEQ and Twitter at <http://bit.ly/hYTQTM> sharing additional easy, what-to-cook ideas. For a video demo of Special Fork's main features, go to <http://bit.ly/g82cil>.

The Special Fork Team

Special Fork was co-founded by Sandy Hu, VP of Content and Communications, and her son, David Hu, CEO. Sandy is a former newspaper and magazine food editor, freelance food writer, and creator of one of the first food Web sites in 1995, recipe.com. She is a food marketing communications specialist.

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David is an experienced marketer who worked in the mobile phone industry and in high tech companies. He is an avid novice cook.

Special Fork food editors and bloggers are all food professionals. Many have held senior staff positions at the nation's top women's interest and food magazines; others are professional chefs.

The Special Fork mobile website was designed and developed by Brick Design, www.bricksf.com, a multidisciplinary firm located in San Francisco and specializing in graphic, interactive and environmental design.

The Story of Special Fork

When he liked the evening's meal, Chris Hu, Sandy's son and David's younger brother, just six or seven years old at the time, began a quiet ritual of going to the kitchen and swapping his dinner fork for the one mismatched fork in the utensil drawer. This fork came to be called, "Special Fork," because it signified a special dinner. The appearance of Special Fork at the dining table was the ultimate compliment to mom or dad, whoever rushed home from work first, and managed to cook the meal that night.

Chris continued to express his approval through Special Fork until he went off to college, and to this day, Special Fork is tucked in a box with his boyhood treasures.

The Special Fork mobile recipe website is dedicated to helping everyday consumers who are facing the same daunting dinner challenges these many decades later, to make Special Fork-worthy meals, every night. It expressed the company's deep commitment to family dining and the nourishing value of the simple, home-cooked meal.

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