

MariaGourmetKitchen.com Creative Brief

- Home Page
 - Tag Line: From My Kitchen To Yours
 - Headline: Fresh, Ready To Cook Gourmet Dinners For On-The-Go Families With Twice A Week Home Delivery. Serving Pearland and the Greater Houston Area
 - Other Headlines: No more worrying about 'What's for dinner tonight'
 - Testimonials (See Testimonials Section)
 - Visuals: Gourmet Food, Maria, Family Eating Dinner @ Dinner Table

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- Nav
 - Main Nav
 - How It Works
 - Our Current Menu (Rendered by software)
 - The Kitchen (Rendered by software)
 - Catering Services
 - Maria's Passion
 - Secondary Nav
 - View Cart (Rendered by software)
 - My Account (Rendered by software)
 - Frequently Asked Questions
 - Contact
- Call To Actions (This section repeats on all pages)
 - Follow Us On Facebook for news, events, discounts and more (facebook.com/MariasGourmetKitchen)
 - Offers Section: Ex. Get First Dinner Free with purchase of 5; Free Delivery On Next Order; \$X off Next Order
 - Calculate Your Savings (Scenarios: I cook @ home; We eat out) – Future Feature

How It Works

- Maria's Gourmet Kitchen prepares fresh, ready-to-cook gourmet dinners for on-the-go families with twice a week home delivery. All dinners are prepared weekly with fresh ingredients using the same care and passion Maria uses to prepare dinners for her own family. Getting started is easy:
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 - 1) Log on to mariasgourmetkitchen.com
 - 2) Look through our gourmet dinner menu. We have a fixed dinner menu that we update every week. We feature a dinner each day of the week and you can see what we're planning to make over the next 4 weeks.
 - 3) Decide how you'd like to order. We provide you with two convenient ways to order:
 - a. A La Carte Service: Order the specific dinners and number of servings you desire up to 4 weeks in advance. We encourage you to order as far in advance as possible as the number of dinners we prepare are limited to ensure the highest quality.
 - b. Auto-Delivery Service: Get on our auto-delivery, set it and forget it service. Pick from our 5 Dinner Weekday or 7 Dinner Full Week Service and we'll deliver dinners we're making regularly to your front door, hassle and worry free. There are no contracts and you can cancel any time.
 - 4) Order by Friday, begin receiving deliveries Monday. To ensure freshness, we deliver twice a week; once on Monday and once on Thursday. We deliver your dinners in a cool bag and leave it at your front door. There's no need to be home at the time of delivery.
 - 5) Post your feedback. We use your feedback to improve our dinner menu on a weekly basis. If you are ordering A La Carte, this is also a good time to put in your next order. If you are on our auto-delivery service, nothing further to do, just look forward to your next gourmet delivery!

Visuals: Picture presentation of steps 1-5, Pictures of meals & testimonials

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Maria's Passion

- Maria was born and raised in Chicago. Her family immigrated to the United States having escaped the Armenian Genocide during World War I. Growing up, Maria was always surrounded by great food with both her mother and father sharing their passion for cooking with her. Dinner at her parents home was a time for gathering together with family, sharing the day's events and enjoying delicious meals with the entire family. Those early years made a big impression on Maria's appreciation for the finer foods as well as her strong sense of family.
- Maria's culinary ability came about through a natural love for preparing great tasting dishes passed down to her through the generations. As a devoted wife and mother, the family dinner table became an important venue for strengthening her family union, as it was for her as a young child. A typical day in Maria's home involves preparing a fresh, delicious meal for her family to enjoy together. That together with a devotion to on-going learning has helped Maria develop her unique talent and approach for making gourmet meals her family and friends have come to love.
- In 2011, Maria gained a bold social vision. Recognizing the challenges of living in an age where both spouses work and children are often over scheduled, family time at the dinner table is often sacrificed. In fact, as she did more research into the extent of the problem, she found that there was a 1/3 decline in family dinners resulting in families spending less time together than they did 25 years ago. Even more surprising was her discovery that research has shown that regular family dinners can have an impact on teen academic success and reduce the rate of drug and alcohol use. It was a defining moment for Maria and sealed her mission to cook for her community as she did for her family. 'From my kitchen to yours,' she thought and Maria's Gourmet Kitchen was born to prepare fresh, ready-to-cook dinners for on-the-go families.

Visuals: Picture of Maria preparing a meal in the kitchen; testimonials

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Frequently Asked Questions

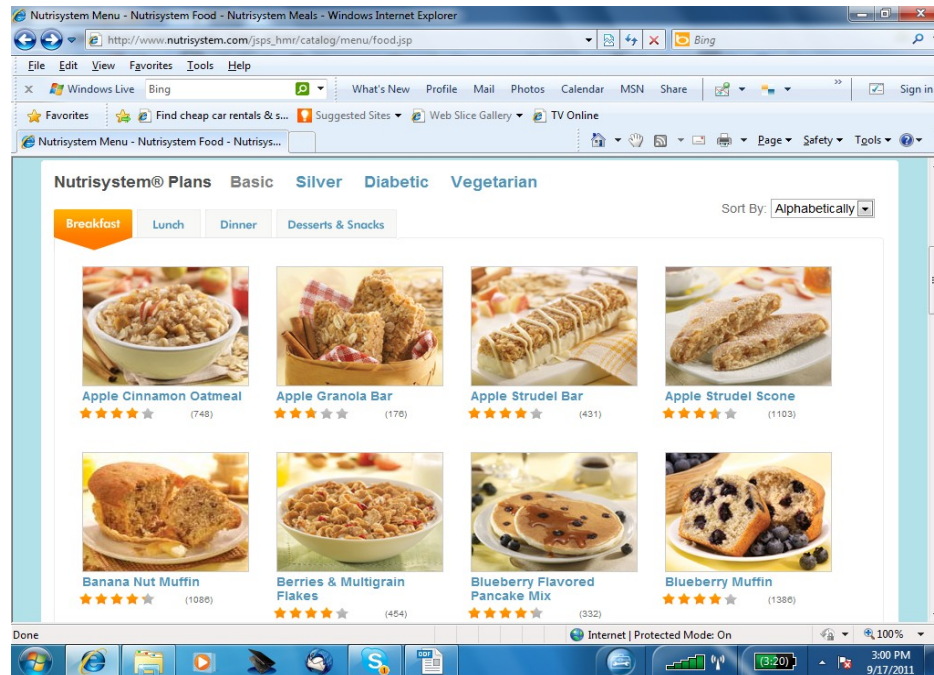
- How often do you deliver?
- We deliver twice a week, on Monday's and Thursday's, to provide the freshest meals possible.
- Does someone have to be at home to accept delivery?
- No, we deliver your dinners in a keep it cool bag and leave it at your front door. There's no need to be home at the time of delivery.
- What is your delivery area?
- Delivery is currently limited to Pearland and the Greater Houston area
- Why do I have to order in advance?
- Our mission is to offer our customers an affordable personal chef service. To achieve that objective, ordering in advance allows us to plan our meal service each week and thereby keep our costs to a minimum.
- Why are the number of dinners available for A La Carte orders limited?
- We have a physical limit to the number of dinners we can make each week because all dinners are prepared fresh and never premade or frozen.
- How many weeks a year do you deliver?
- We're closed 2 weeks out of the year. We also do not offer weekly meal service on certain holidays. Instead, those weeks we typically offer our special Holiday Packages. Look at our menu for more information regarding weeks we are not offering a regular meal service.
- When do you charge me?
- For A La Carte orders, you are charged at the time your order is placed. Auto-Delivery customers are charged weekly every Friday in advance of the following week's meal service.
- How do I cancel?
- To cancel or change your auto-delivery service, send an email to autodelivery@mariasgourmetkitchen.com. Cancellations received after Friday of a given week will have one more week of meal service. A La Carte orders may not be cancelled and are final once the order has been submitted and payment received.
- How can I make changes to my order?
 - To change your auto-delivery service, send an email to autodelivery@mariasgourmetkitchen.com before Friday. You may change between Auto-Delivery options or skip a week as well. A La Carte orders may not be changed and are final once the order has been submitted and payment received.
- When do I need to order by?
- Order by Friday for your first delivery by Monday the following week
- Can I make changes to my order or service?
- All A La Carte orders are final once the order has been submitted. To change your auto-delivery service, email autodelivery@mariasgourmetkitchen.com
- Are you able to tailor meals to my specific needs?
- Unfortunately we are not able to do so at this time
- Are the dinners cooked?
- No, all dinners are "ready to cook" and must be handled as raw food with close attention paid to 'Cook By' dates.
- How soon do I have to cook my dinners?

- Each dinner has a 'Cook By' date, typically within 3 to 5 days of delivery
- Can I freeze my dinners?
- We do not recommend that you freeze your dinners as they are not packaged to preserve quality and freshness when frozen

Visual: FAQ Sub-page Header Graphic, Brooke's Boutique pictures, Meals, Testimonials

The Kitchen

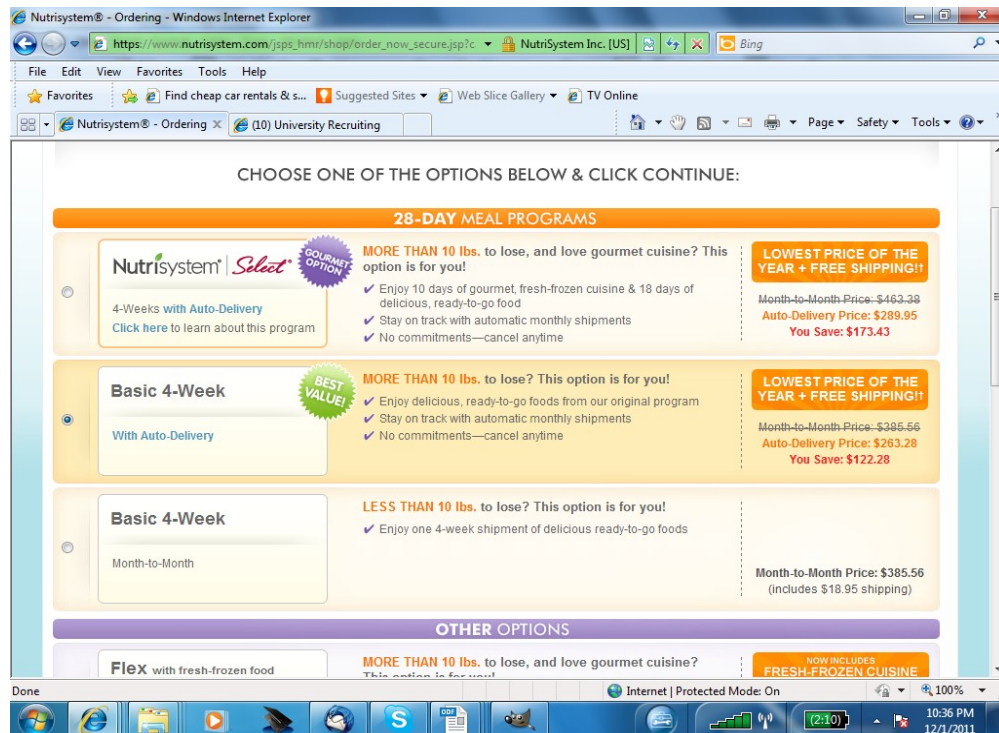
- This page rendered dynamically by shopping cart.
- This page shows all dinners we've ever made together with customer ratings categorized by type of meal (chicken, beef, fish, pork, vegetarian). Each dinner will also have a detail page that has the name, description, and preparation directions. See example below.



- Visual: Kitchen Sub-page Header Graphic, Meals, Testimonials

Our Current Menu

- 2 purchase options (two big buttons with bullets underneath each showing the benefits of the option)
-
- 1) A La Carte: Order By Week Up To 4 Weeks In Advance (Link To Shopping Engine)
OR
- 2) Auto-Delivery: Hassle Free. Order once. Billed weekly. Keep Getting Great Food delivered right to your door.
 - Pick from our 5 Dinner Weekday or 7 Dinner Full Week Service and we'll deliver dinners we're making regularly to your front door, hassle and worry free. There are no contracts and you can cancel any time.
- Select 5 or 7 Dinner Service Package
- Visual for each dinner service package (see example below from nutrisystem)



Visual: Our Current Menu Sub-page Header Graphic, Meals, Testimonials

Catering Services

Planning a corporate event or private party? For groups of 20 people or more, MGK can cater your event and your guests are sure to be impressed with both the gourmet food as well as the spread. Our catering orders conveniently come with stunning chafers, plates, napkins and utensils. All catering orders are delivered and setup. Contact us today to discuss your unique requirements.

Visual: Catering Sub-page Header Graphic, Brooke's Boutique pictures, Meals, Testimonials

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Contact

We welcome you to contact us with questions or comments regarding any of our services.

Form: First & Last Name, E-mail, Phone #, Comment

Visual: Contact Us Sub-page Header Graphic, Meals, Testimonials

Testimonials

To be used throughout the site

“Delicioso!!!”

“Tastiest Thanksgiving Dinner I've ever enjoyed”

“Our entire family enjoyed every bit of it”

“Amazing”

“The food was awesome!”

“The Lasagna was very very good!”