



Challenging the student diet

As the new academic year approaches and students across the country prepare for a new life away from home, Market Kitchen's celebrity chef winner Ben Ebbrell, along with some old school friends, aim to combat the student diet and prepare them for what lies ahead.

As students all over the country prepare to fly the nest for the start of their university careers, the SORTED team are here to support and spread their knowledge on surviving at university.

The summer of 2009 brings about the launch of a fresh edition of the ultimate student cookbook 'SORTED: a recipe for student survival' and the team's supporting online TV series. Both the book and the 'webisodes' are geared up to deal with typical university scenarios, from feeding your mind around exam time with 'Brain Boosters', impressing that special someone in 'Meals to Impress', to lining your stomach in 'Nights Out'. Recipes range from just 25p per portion up to the heady heights of £3, transforming even the most inept student zombie into a domestic master chef.

Promoting healthy and balanced cooking and eating has become more than just a passion for Ben. Recent appearances on UKTV Food's "Market kitchen" saw him winning a nationwide talent search to find the next young celebrity chef. Fortunately, for the nation's starving and malnourished students, Ben hasn't lost sight of his initial goals. "I'm keen to promote cheap, tasty, healthy recipes suitable for students. It's the style of cooking I enjoy and identify with the most" says the young TV star. "We want to show people how easy and fun it is to ditch a typical university diet of pot-noodles and takeaways, and create a dish that is infinitely healthier and just as cheap."

SORTED are to be giving away a feast of tasty tips and tricks, gorgeous recipes, free online webisodes and a banquet of barmy SORTED news sent straight to every registered student's inbox every month from September.

Students can also get involved with SORTED via a plethora of uber trendy social networking and digital media channels.



the book



the Chef



SORTED TV



The book and the SORTED team have already caused a stir, receiving praise from some of Britain's leading entrepreneurs such as Sir Richard Branson and Duncan Bannatyne as well as Ready Steady Cook's Ainsley Harriot. The supporting website (www.sortedstudents.com) where the book can be purchased, has also achieved high acclaim, winning marketing industry magazine New Media Age's award for Site of the Week.

Aided with a fully loaded mobile catering unit, the team are on the road encouraging and demonstrating to new students how to explore healthier menu alternatives and get creative in the kitchen.

In addition, the SORTED crew piloted a ground breaking, cheeky but very informative series of after-school cooking lessons for sixth formers. This unique government funded program is aiming to take the chore out of cooking and get younger people to realise that healthy food can be fun! And it certainly will be - SORTED style.

As SORTED has grown, more and more students have joined the crew and contributed to the knowledge base. Not only have they been able to pass on their own experiences to students across the country, but more importantly, the crew have learnt about the experiences of others. The latest edition of the SORTED book adds some of the best examples from an ever-expanding community of students.



So, as momentum builds towards the new intake of freshers, SORTED are keen to show that, despite the current climate, graduates are able to remain productive and succeed in their ambitions. The mission to challenge the student diet is a worthwhile and responsible cause to base their efforts around. Combining this energy with their grasp and understanding of online media, results in an ability to reach out to precisely the right target market and make a difference. A difference by lending a helping hand to those who are setting out to cater for themselves on a restricted budget. With help from the team the struggles at university can be well and truly SORTED.

the road show



SORTED SKILLS



the media



"I think its a great idea what you're doing... get out there and teach the young how to cook."

Ainsley Harriot



"A great example to other students and budding entrepreneurs."

Sir Richard Branson

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