



Culinary Media Group

Jennifer Bushman



In a time when “sit-down dinner” means ordering at the counter instead of the drive-thru, the very idea of whipping up a healthy meal at home is enough to make most of us dive for the minivan keys.

But not if you’ve encountered Jennifer Bushman. Jennifer is the author of *Kitchen Coach: Weeknight Cooking*, *Kitchen Coach: Weekend Cooking* and the new *Kitchen Coach: Family Meals* (Wiley 2004, 2005 and 2006). She also is the founder of *Nothing to It!* Culinary Center in Reno, NV, is a restaurant consultant, and has been featured on NBC’s TODAY show.

Bushman is turbo-charged with her mission to get family cooks out of the take-out line and into the kitchen by showing us how to whip up high-impact meals with the entire family in mind. “People forget that cooking can be both simple and fun,” she says. “I show them a whole new way to step of their daily food routines and jump back into the kitchen.”

Bushman’s hands-on teaching whisks novice cooks, as well as seasoned-experts, into new kitchen skills. “The first step is learning to stock your pantry so that you have a kitchen ready to cook from,” she says. Once you know the techniques, you’ll be amazed at the meals you can whip up quickly.”

Jennifer Bushman notes that Americans average 2.2 visits to the grocery store per week or almost nine times monthly. Kitchen Coach methods can cut these visits in half – down to once a week only for fresh produce and to restock any needed pantry items. What is the pantry? Your pantry includes your refrigerator, shelves, spices, freezer and veggie bins. Since time is such a critical factor in many U.S. households, her faithful followers find her methods efficient in terms of both time and cost.

Bushman’s culinary drive sprang from a childhood filled with great home cooks. Her mother and grandmother both encouraged her natural curiosity in the kitchen, and by age eight, she was already showing signs of the innovator she would become by fine-tuning her grandmother’s favorite chocolate chip



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cookie recipe. In later years, after gaining a communications degree at the University of Colorado and with small children at home, she put that fine-tuned cookie recipe to good use by selling small batches of cookies for extra income.

By 1995, people were clamoring so hard for her to give them cooking lessons that she founded *Nothing To It!* Cooking School in her home. Demand for her classes exploded, and one year later, Bushman raised \$1.5 million to build the present 6,000 square foot *Nothing to It!* Culinary Center. The Center opened in 1998, featuring a cooking school, demonstration kitchen, gourmet deli with catering and a kitchen store.

Reno NBC affiliate KRNV picked up on Bushman's popularity and asked her to do a weekly cooking segment on their morning news program. Bushman's segments became a runaway hit with local Reno viewers. "Jennifer's cooking segments brought a lot to our morning news show," says Christina Wofford, anchor for KRNV-TV, Reno, Nevada. "She appeals to so many of our viewers – from the person who cooks everyday to those like me who only venture into the kitchen on special occasions. Jennifer makes good cooking easy and fun to watch."

From there, Bushman turned up the fire even further, transforming the *Nothing To It!* Culinary Center home into her television kitchen. With syndication in five Western States, including Idaho, Montana, Arizona, Wyoming and Nevada, Bushman's gourmet news segments reach more than 3 million viewers, including those in small towns where there are few local places where home cooks can learn new skills. Featuring her pantry tips and 90-second gourmet recipes, the news segments have proved valuable for an audience with little time to cook and even less time to learn how to cook. "As a working mom, I was finding less and less time to put creative, healthy food in front of my kids," says Debbie Grayson, a *Nothing To It!* graduate. "Jennifer taught me simple solutions that allowed me to enjoy fixing hearty meals for my family."

Today, Bushman is still in high gear. Since opening the Culinary Center, she has taught more than 2,000 cooking classes and continues to teach more than 600 students each month. Her gourmet news segments have won her nominations for the International Association of Culinary Professionals (IACP) Avocational Cooking School Award of Excellence, the IACP/Julia Child Electronic Media Award and the James Beard Foundation Broadcast Media Award. She also was nominated for the 2002 IACP Cooking Teacher of the Year and was named the Culinary Ambassador for *Fine Cooking Magazine*.

"Jennifer is one of the most passionate people about food and wine I have ever encountered in my life," says John Ash, vice-president and culinary director of Fetzer Vineyards, Napa Valley, CA. "Her enthusiasm and teaching skills for food and cooking make her a lot of fun to be around. I see her in the spotlight – and that's what it's all about."