

# Virginia Hill Food Specialist & Cooking Centre

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**V**irginia Hill was first introduced to microwaving in 1977 when demonstrating for the Sharp Corporation. In 1980, in recognition of the need for wider education about microwaving, Virginia established her Melbourne consultancy, the "Cooking Centre", and has conducted ongoing classes to appreciative groups regularly since..

The Centre is the recognised authority on microwaving and cooking for people living with Diabetes in Australia, with companies and individuals relying on Virginia's expertise and educational facilities.

## Australia's cookbook success story

In 1982 Virginia Hill published the first local microwaving cookbook, titled 'All-Australian Microwave Recipes', which was released with an accompanying video. Since then Virginia has achieved outstanding sales with these publications:

Year	Title	Book Sales
1991	<i>Microwave Tips &amp; Techniques</i>	250,000 +
1992	<i>Microwave Companion</i>	10,000 +
1993	<i>Microwave Stack Cooking - Tupperware</i>	550,000 +
1993	<i>Microwave Cooking for Babies &amp; Toddlers</i>	20,000
1995	<i>Microwave Meals in a Minute</i>	20,000
1996	<i>Simple Delicious Food for People with Diabetes</i>	22,500
1997	<i>Fit Food for Fellas</i>	10,000
1999	<i>Sweet Sensations</i>	16,500
2000	<i>Food in a Flash</i>	15,000
2002	<i>Ultimate Diabetes Cook Book</i>	18,000

## Corporate Consultation

Today the Cooking Centre is closely linked to major commercial organisations, acting as an advisory capacity and playing a key role in developing joint ventures and promotional campaigns to help Australian companies to capitalise in the booming microwave market. Together with Tupperware Aust. P/L she researched, developed & wrote Stack Cook Books for their unique microwave Stack Cooking System,

which now ties in with their revolutionary 'Oven Works' Cookware & extensive microwave range.

The Cooking Centre manages assignments that include:

- ❑ Testing for new & upgraded products
- ❑ Recipe conversions for microwave application
- ❑ New product development, currently fresh Australian artichokes
- ❑ Joint promotional activities
- ❑ Major national home shows
- ❑ In-store microwave cooking demonstrations
- ❑ New product exposure for classes at the Centre
- ❑ Television, cooking segment with 3AW & radio segments

Throughout the 1990's Virginia Hill's Cooking Centre has consulted professionally on behalf of the following organisations:

- ❑ Tupperware Aust. P/L
- ❑ Victoria Market Cooking School
- ❑ Carter Holt Harvey – Tissue
- ❑ Bertolli Aust. P/L
- ❑ Agmark P/L

## Emphasis on Health

In association with consulting dietitians, the Centre also conducts group demonstrations under this title, 'Fit Food Fast'. Specific dietary guidelines are provided in conjunction with chosen programs to suit the needs of various organisations.

Presentations have been made to the following:

- ❑ Collingwood Football Club
- ❑ AFL Umpires
- ❑ Melbourne Storms
- ❑ International Diabetes Institute
- ❑ Diabetes Australia
- ❑ Freemasons Hospital
- ❑ HBA Health Management – Corporate Clients
- ❑ Health Works Corporate
- ❑ Telstra (API Fitness Programs)
- ❑ Development Fresh Food