

BizSnaps

A Snapshot look at local businesses



Dine In Personal Chef Service



Name and title: Linda Simon, Owner/chef/registered dietitian
Vincent Simon, Owner/chef
Business Name: Dine In Personal Chef Service
Address: 4228 N. Polaris Pkwy, Janesville
Web address: www.dinein.us
Phone: 608-868-1113
Business started: 1999

Describe business/services: We cook for you in your home, for your tastes and needs. Lots of veggies and fruits, whole grains, tender yet low fat meats, poultry, and seafood are featured. We are pros at cooking for special diet requirements such as diabetes, heart healthy, low sodium, high fiber, weight loss, renal, or gluten free.

How do you differ from your competition? We differ from restaurants in that we offer a vast variety of dishes, cooked specifically to your tastes and requirements. We differ from caterers as we do not deliver hot meals at a specified time. And we differ from private chefs, who cook one meal at a time and serve it. We cook several meals at a time and package them for future use at your convenience.

How did you get interested and/or stated in this business? I noticed that some people had jobs that were just fun. I wanted one too. Then I realized that the only one holding me back was me. So I started the business while I was working part time as a renal dietitian.

Training/background: Linda has been a registered dietitian for 18 years and a personal chef for 8 years. Vince retired from engineering and uses his precise nature in baking for our clients.

What have we learned from the business: Linda: the great variety of eating styles. I didn't fully appreciate that until I got to know people, in their kitchens, fulfilling their meal requests. For Vince: That we don't make the same dish the same way for every client. For example, one might not want garlic or tomatoes. Or some prefer Splenda instead of sugar in desserts.

Future business plans: We love what we do! The plan is to keep doing it.

Who has had the most influence on the way we do business? Our clients. We like to know what is working for them, what they would like done a bit differently. This is a very personal service. We are in business to meet their needs. Some clients' requests have become our most popular dishes.

Favorite saying: Translating the science of good nutrition into the art of delectable meals.

Most rewarding: Creating delicious, nutritious, aromatic meals. Making clients' lives simpler and healthier. Giving them back some time. And helping families sit down to dinner together around their table.

What type of customers uses your product or service? Families, couples, and singles who value delicious, healthy, convenient meals at home. Anyone looking for portion control for weight loss. And people longing for more meal variety and fresh new tastes.

The Janesville
Gazette

BIZSNAPS IS A SERVICE OF THE ADVERTISING DEPARTMENT of The Janesville Gazette, Jotter, and Bliss News Media. BizSnaps can be found online at www.gazetteextra.com/bizsnaps in .pdf format for printing. To be a part of BizSnaps, call your marketing rep at 608-754-3311 or go to www.blissnet.net/botw/bizsnaps to submit your information.