

TASTELAB



New Mobile App: Tastelab: Cooking Knowledge

Available on the [Apple App Store](#) and the [Google Play Store](#).

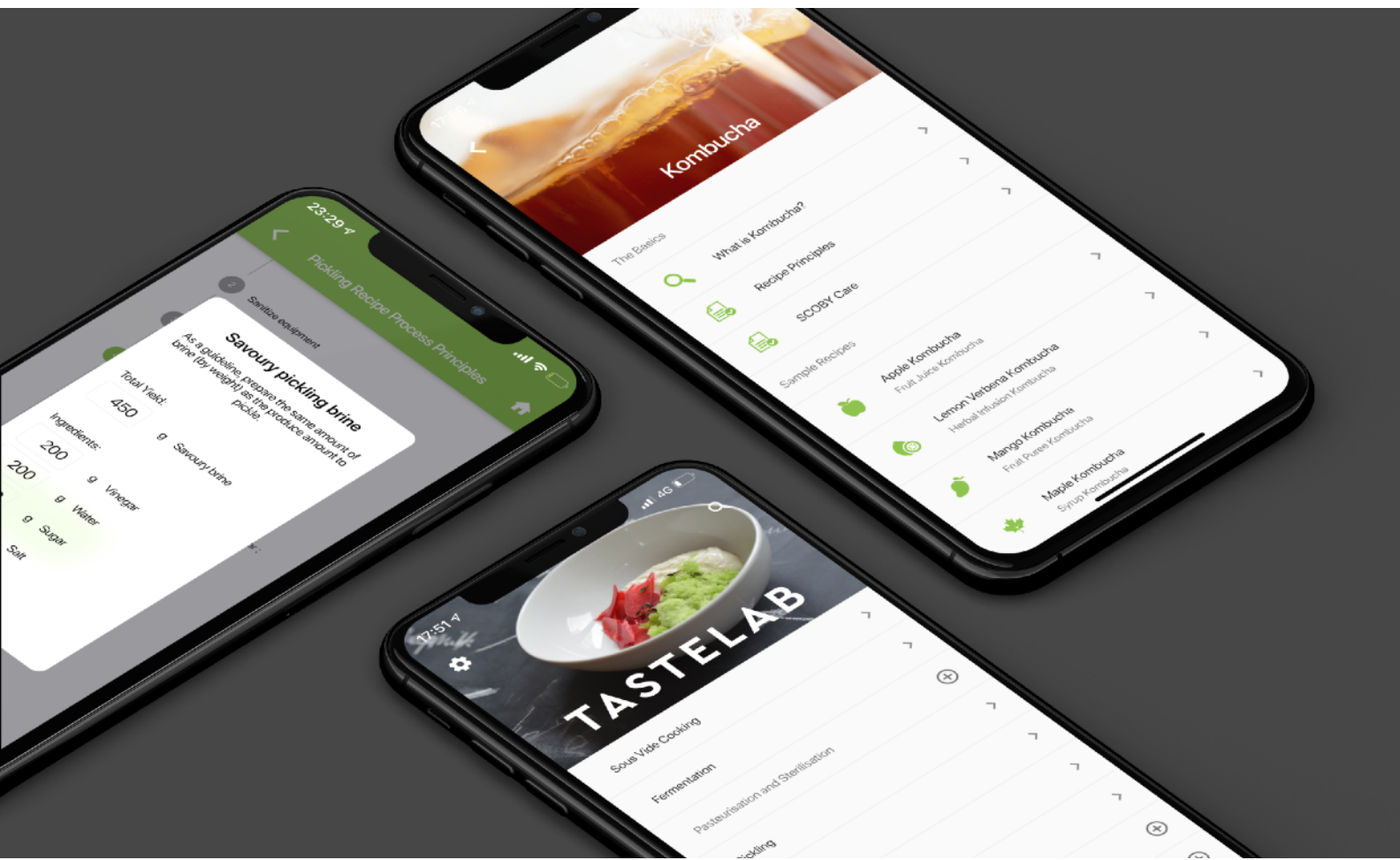
Free download codes for media representatives available on request from media@tastelab.ch.

An app with condensed cooking knowledge - based on principles, calculators, ratios, times and temperatures.

The mobile app *Tastelab: Cooking Knowledge*, contains a wealth of cooking facts and numbers, presented in a simple and easily accessible way. It is designed to help the professional chef and the ambitious home cook as a readily available reference with scientifically researched cooking knowledge.

Why another mobile app?

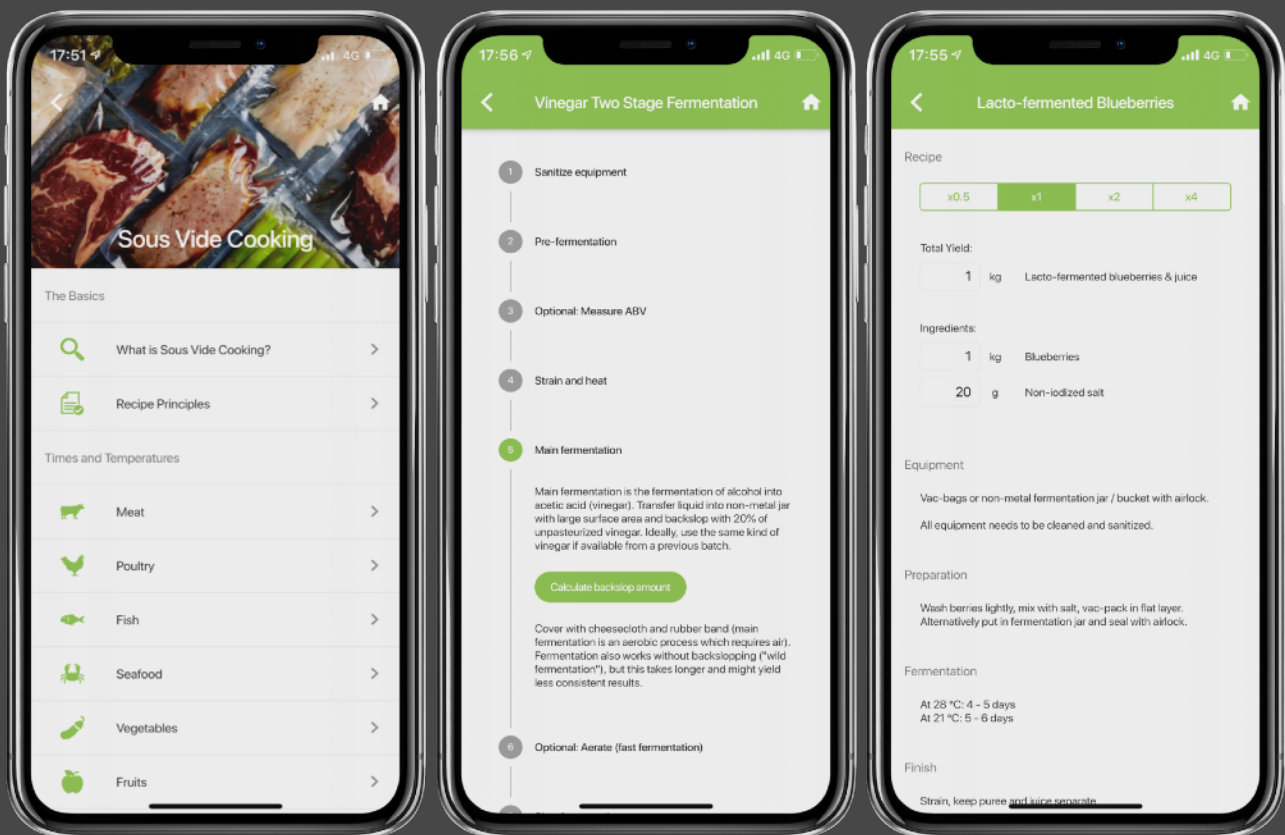
"Throughout our food projects, a major challenge in designing our menus was finding reliable cooking data. In a flood of single-use recipes across books and blogs, all we really wanted was universally applicable cooking principles, numbers and guidelines." says creator and chef Susanne Tobler. "In a way, we created this app for ourselves."



So what exactly is in it?

Tastelab: Cooking Knowledge covers key kitchen topics: Sous vide cooking, fermentation, pickling, salt-curing and candying as well as dehydration. All of them come with step-by-step recipe principles and illustrated with universally applicable sample recipes. The app includes the underlying numbers, ratios, times and temperatures as well as simple-to-use adjust-in-every-direction calculators and converters. Additionally, a keyword search across the whole app content makes it easy to find what you're looking for.

Further content on the topics of brining, pressure-cooking, sterilisation and pasteurisation and more are currently being developed and will to be available for purchase in 2020.



Further Information

Tastelab: Cooking Knowledge is available for 8 USD worldwide. Its content is in English with important keywords translated into German and French. Further content blocks are planned to be available in 2020 as in-app purchases.

As media representatives, we'd love you to try the app yourselves. If you have not received your personal download codes already, please contact us at media@tastelab.ch for free app vouchers.

For more information on the app, see www.tastelab.ch/app.

App screenshots and images can be found on www.tastelab.ch/app/media/images. (Zip file)

Susanne Tobler is available for interviews - for inquiries, contact media@tastelab.ch.



About the creators

The *Tastelab: Cooking Knowledge* app is created by physicist and chef Susanne Tobler and her team. Having first met during their studies at ETH Zürich, Switzerland's top university, the group of food lovers always had a passion for science as well as great cooking. In 2016, they brought the topic of "Cooking & Science" to Zürich, Switzerland with their temporary gastronomy project, also called "Tastelab", for over 5000 guests. Various temporary projects, science-centered caterings and other collaboration work followed, bringing further knowledge and experience and highlighting the need for a handy content reference in the chef's pockets.



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