

# More Time for Family

*Two sisters provide an online service for weekly meal planning.*

Jane DeLaney, a Birmingham mother of four, understands what it's like to come home from a weekly trip to the supermarket without knowing what's for dinner.

She wanted her family to enjoy their evening meal together at home just as she did when she was growing up. So she developed a weekly plan that allowed her family to spend evenings at home around the table instead of in the drive-through line.

Her friends began asking her to share meal plans, and she saw an opportunity to offer the service to families across the country through the Internet. "I knew so many women who were in my shoes," she explains.

Jane and her sister, Jenny Cochran, who lives in Huntsville, launched E-mealz in 2003. Each week they develop seven-day dinner menus centered around weekly supermarket specials. Subscribers to the service choose the specific grocery chain where they shop, the any-store plan, or a weight-management plan.

## Shopping Made Easy

For a monthly fee of \$5, customers can access weekly online E-mealz plans and corresponding grocery lists. The grocery lists group items by aisle to minimize shopping time. Plus, the lists note prices and sale specials for each item. The average grocery bill for a week's worth of dinners is about \$75.



PHOTOGRAPHS: MARY MARGARET CHAMBERS

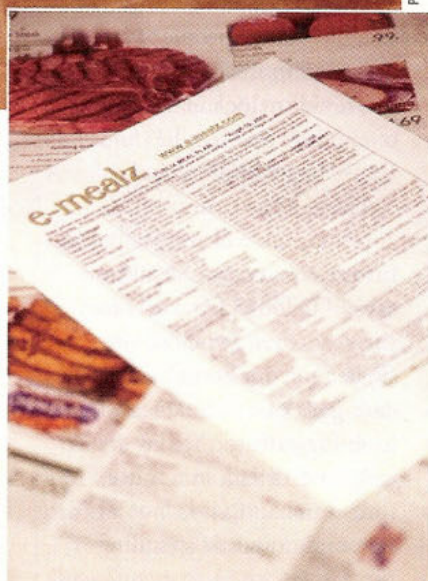
ABOVE: Sisters Jane DeLaney (left) and Jenny Cochran cook an E-mealz dinner in Jane's kitchen. RIGHT: Subscribers log on to the Web site for weekly meal plans and grocery lists centered around supermarket specials.

## Approachable Meals

Recipes, included with the plans, generally contain fewer than seven ingredients and have less than 30-minute prep times. Most weeks include at least one slow-cooker recipe.

While Jane is proud of the E-mealz business success, she enjoys being able to offer families an easy online tool to create meaningful times together. "So much more than eating happens at dinner," she says. "It is the one time during the day when families can connect."

CLAUDIA HON



## Making Meals Easy

Check out sample menus and subscription information at [www.e-mealz.com](http://www.e-mealz.com).