

# Cook it. Snap it. Win it. ‘Can I Cook it?’ competition app launched for budding chefs

*Michelin Star chef set to join judging panel*

LONDON, UNITED KINGDOM, November 24, 2015 /EINPresswire.com/ -- Mobile application software company [AppBox Media](#), has completed its latest app designed to appeal to the rapidly growing numbers of people jumping on the cooking craze. With TV chefs the latest “celebrities” and ingredient based shows ruling the ratings, people at home are increasingly trying their hand at creating gastronomic masterpieces.

The foodie app, called ‘Can I Cook It?’ is a first of a kind competition app in which every two weeks two new ingredients are selected by the app. All participants must use these two selected ingredients to cook their dish but may also combine it with any others to create their entry. They will then upload a photo of their plate to ‘Can I Cook It?’ (and have the option to add filters similar to Instagram). The top 10 entrants, as selected by other users, need then upload a full recipe and method. A panel of food experts who have amassed a following with their culinary blogs will then select the winners.

Also joining the panel in time for Christmas will be a well-known Michelin Starred Chef.

Every two weeks users will have the chance to win food related prizes from selected food retailers to the value of £50 or US dollar equivalent.

‘Can I Cook It?’ is the brainchild of a specialist team of app developers in this genre whose previous cooking app was downloaded over 1 million times. It will be available exclusively through the App Store at:

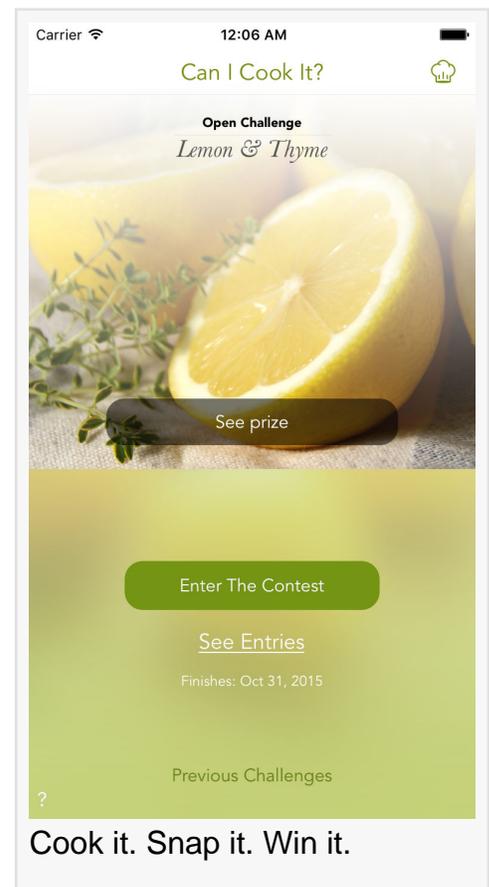
<https://itunes.apple.com/gb/app/can-i-cook-it/id1024650172?mt=8>

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The explosion of cooking related programmes shows the passion people have for cooking and showing off their skills. ‘Can I Cook It?’ allows them to prove it in a fun and accessible way.

*Polat Hassan, CEO of  
AppBox Media*

Commenting on the app’s launch Polat Hassan, CEO of AppBox Media says, “Too often, families have taken a lot of heat for being overly reliant on ready meals. I think this is undeserved. The explosion of cooking related programmes and their popularity shows the passion people have for cooking and showing off their skills. Many of these shows encourage people to eat well by cooking from scratch. More and more of us are giving it a go. ‘Can I Cook It?’ allows them



to prove it in a fun and accessible way.”

Full details about the competition and a selection of creative culinary ideas can be found at [www.canicookitapp.com](http://www.canicookitapp.com).

AppBox Media was formed in July 2013 and has been revenue producing since July 2014 and is ahead of the forecasted rate of growth in respect of scheduled release titles and contracts won. It is expected that AppBox Media will pass 1 million cumulative downloads for its apps by December 2015.

With AppBox Media’s footprint established through the launch of 6 games, the team are now working to diversify the portfolio in a mixture of areas such as marketing and advertising, social networking, medical and financial.

Over the next 6 months AppBox Media aims to release a further 12 apps. The AppBox Media development team have worked for companies like Sega, Universal, Fujitsu Yahoo, Spotify and Virgin and AppBox Media believes this talent is helping to propel its development and revenue drive.

Notes to Editors:

About AppBox Media

AppBox Media Plc is a mobile application software development company. Its products are available across Apple iOS and Google Android, and are available for instant download across smartphone and tablet devices.

The founders, developers and project managers have a proven track-record at a number of worldwide organisations; including designing and building applications for organisations including Universal Pictures, Motorola, Toshiba, SEGA, and Fujitsu.

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The company’s current valuation stands at £6.45 million.

AppBox Media is a qualified Enterprise Investment Scheme and to date has raised over £3 million.

For further details about AppBox Media and its apps visit: [www.appboxmedia.com](http://www.appboxmedia.com).

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