



# eat2explore – Explore The World In Your Kitchen For All Ages

## Publicity Contact:

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**TRAVEL THE WORLD –  
ONE MEAL AT A TIME –  
NO PASSPORT REQUIRED!**

**eat2explore** expands its award-winning cooking kits to include *all ages*, empowering families, foodies, educators, and curious cooks to explore global cuisines, cultures, and traditions right from their own kitchens.

Rowena Scherer, founder of **eat2explore**, has long believed that food is the most joyful way to connect people to cultures. What began as a hands-on educational cooking kit for families and kids is now evolving into a vibrant platform for *everyone* – from curious adults to empty nesters, from couples seeking meaningful date nights to friends hosting themed dinner parties.

The new **eat2explore All Ages** experience features a broader range of authentic **global recipes**, sophisticated **drink pairings**, **music playlists**, **book** and **movie** recommendations, and beautiful keepsake **country brochures** – all curated to inspire immersive culinary adventures across cultures.

Whether you're learning to make Italian Chicken Milanese, mastering Ethiopian Doro Wat, or savoring homemade Ukrainian Pierogi with a glass of wine and a favorite film – eat2explore transforms your kitchen into a window to the world.





## ABOUT EAT2EXPLORE

Founded in October 2018 by culinary school graduate and former Wall Street executive **Rowena Scherer**, *eat2explore* offers award-winning subscription cooking kits featuring globally inspired meals, educational materials, and cultural discoveries. Each box contains:

- Three authentic step-by-step **local favorite recipes**
- Essential **spice/sauce mixes**
- **Shopping list** for fresh items
- A collectible **Explorer Brochure**, including music playlists, books & movies
- A fun cooking tool, a country flag pin, passport (For Families)
- (NEW for All Ages) *Cocktail/mocktail pairings*

Now available in both **Families** and **All Ages** formats, *eat2explore* continues to foster global understanding and culinary confidence at every stage of life.



## FEATURED COUNTRIES

Choose from 24+ countries including:

- **Thailand:** Explore Thai Green Curry and pair it with a Thai Coconut Lime Cooler
- **Mexico:** Make Carnitas Tacos with a Pineapple Paloma
- **France:** Master Boeuf Bourguignon with a glass of Pinot Noir from Côte de Nuits

- **Kenya:** Cook Kuku Paka while listening to Afro-pop beats
- **Ireland:** Celebrate St. Patrick's Day with homemade Corned Beef and a Guinness pairing
- **Japan:** Create Salmon / Chicken Teriyaki with a Ginger-Yuzu Highball



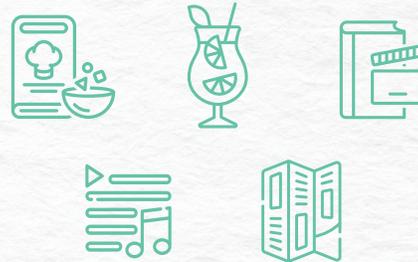


## THE ALL-AGES EXPERIENCE

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More than a meal, it's a cultural journey:

- **Recipes for Home Cooks:** Globally authentic, easy-to-follow
- **Drink Pairings:** Cocktails, mocktails, beer & wine, curated with beverage expert Chef Anthony Caporale
- **Books & Movies:** Handpicked reads and films to complement your journey
- **Playlists:** Country-themed music to set the vibe
- **Explorer Brochures:** Designed keepsakes with cultural highlights



From romantic evenings and family fun to global book clubs and social cooking nights, eat2explore invites people to gather, learn, and savor together.

## THE PROBLEMS WE ARE SOLVING

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Today's busy, screen-filled lives leave little room for meaningful connection or cultural learning. *eat2explore* offers a hands-on, joyful way to bring people together through food.

### For Families

Struggling with **picky eaters** or **too much screen time**? Our kits turn mealtime into an educational, screen-free adventure that sparks curiosity and togetherness.

### For Educators & Homeschoolers

Travel isn't always possible—but **learning can still be immersive**. Our kits combine cooking, geography, and culture into unforgettable, multi-subject lessons.

### For Adults

Tired of takeout, expensive dining out, or the same dinner rotation? Discover global flavors, drinks, playlists, and stories – perfect for **date nights or social gatherings**, all from the comfort of home.

### For Gift Givers & Teams

Looking for a **unique, useful gift**? Our kits are memorable, meaningful, and made to be shared.

## ROWENA'S STORY: FROM WALL STREET TO WORLD KITCHENS

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Growing up in Malaysia, Rowena's favorite memories were made in the kitchen – where she learned not just how to cook, but how to connect, laugh, and explore. Her love for cooking inspired her to pursue a culinary degree at the French Culinary Institute in New York to hone her skills.

Years later, while working in finance across New York, Singapore, and Hong Kong, she realized her own kids couldn't cook a simple meal. Inspired by a family cooking class while on vacation, she left Wall Street, leveraged her culinary expertise, and launched *eat2explore*.

Now, Rowena's mission is simple:

**To bring people together through hands-on cooking and cultural discovery.**

## A GLOBAL MOVEMENT, ONE BITE AT A TIME

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In today's world, food remains a universal language – one that can spark joy, build empathy, and foster lifelong learning.

eat2explore is proud to be used in:

- **Homeschooling programs**
- **Cultural education and after-school programs**
- **Corporate gifting and team-building experiences**
- **Family bonding activities and social dinner parties**



The new *All Ages* edition expands this reach even further, showing that exploration knows no age limit.



## PRESS HIGHLIGHTS

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Here are some of the press outlets where eat2explore's family boxes have been featured:

- [The New York Times](#)  
(three times, including twice in Florence Fabricant's "Front Burner")
- [CNN](#)
- [Forbes](#)
- [Today Show](#)
- [Oprah Daily](#)
- [Spruce Eats](#)
- [Taste of Home](#)
- [Travel+Leisure](#)
- [BizBash](#) (Top Corporate Gifts)
- [Yahoo](#) (Best Travel Subscription Boxes)

## QUICK FACTS

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**Company:** eat2explore

**Founded:** October 2018

**Founder:** Rowena Scherer

**Headquarters:** New York City

**Formats:** Subscription kits (Kids & Families, All Ages), single box purchases, gift bundles

**Available:** eat2explore.com, Amazon, select retailers

**Price:** Starting at \$24.95/box or \$79/month subscription (All Ages includes drink & cultural pairings)

## CONTACT & ASSETS

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For press inquiries, samples, interviews, or hi-res images, please contact:

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Or visit: <https://eat2explore.com/pages/press>

