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; Holland, to catch up with  
ily. He loved his garden,  
rich many a person was  
plent of huge stalks of  
, kiwifruit, plums and

is survived by his six  
1, three of whom still live  
apiti area. He will be sadly  
We will remember him as  
, kind, humorous,  
ed, happy, family man.  
— Anna Ruffen

## Mum's advice big hit online

■ Ann Reading

A Kapiti mum might well be the Aunt Daisy of the cyberspace era.

Judy Owen has developed a website [www.askmumnow.com](http://www.askmumnow.com) that has become a popular site for young people throughout New Zealand and globally for household tips and hints.

"My recipe for cheese sauce has topped the 100,000 mark," Mrs Owen said.

The idea for the site began in 2009 when Mrs Owen received a text message from her daughter in Dublin requesting a dinner recipe she remembered from her childhood.

As Judy sent a return text message with the recipe she thought there must be a better way. And so *askmumnow* was born.

The site is aimed at people in the 20 to 40 age range who, like Judy's daughter, are unable to ask their own mum in person how to do something they remember.

These women (and men) are often in flats with others of their age or are setting up their own homes far away from their mothers.

The site contains recipes, gardening information (including items from Kapiti landscape gardener Ann Davis), money management (mostly courtesy of another Kapiti business woman, Liz Koh) household tips like stain removal and a range of other household topics.

In the three years since it went live, Mrs Owen says recipes from the 1960s, 70s and 80s have proved to be the most

popular posts on the site.

A Google search puts several recipes from [askmumnow.com](http://askmumnow.com) in the first page of search results.

In fact if you search for "cheese sauce" the [askmumnow.com](http://askmumnow.com) Easy Cheese Sauce recipe frequently sits at No 1 on Google.

Other popular Google searches that feature [askmumnow.com](http://askmumnow.com) recipes include corn fritters, bread rolls, beetroot chutney (that takes you to Aunt Daisy's beetroot chutney recipe).

The most popular articles list shows almost 100,000 hits on easy cheese sauce (99,372 as at 5pm on September 28).

This recipe has also attracted a large collection of positive comments, mainly because the style of the site provides very easy, step by step instructions.

For example for cheese sauce there is the added tip that "you do need to concentrate all the time though. Don't go off and leave the sauce to cook on its own. I can promise you it will go lumpy if it's not watched and stirred constantly till it thickens".

Mrs Owen fits in updates to the website around her daytime business.

She has lived in Waikanae for 17 years and until recently worked mainly in Wellington assisting small/medium enterprises, government agencies and large corporates to get and keep their business information organised and easy to find when needed.

■ For more information contact Judy on 04 904 1498 or [judy@askmumnow.com](mailto:judy@askmumnow.com)