Q & A With Jamie Oliver

Jamie Oliver tells us about Jamie’s 15-Minute Meals, cooking with children and his upcoming projects.

What inspired you to create the 15-minute meals recipes?
The idea came soon after 30-minute meals was published. I met quite a few people who said they loved the book, but they tended to use it for a Friday night supper or weekend dinner party, so I decided that what time-poor people really want and need is a book of exciting, inspiring recipes that can be made any night of the week. I want people to be able to get a nutritious and delicious plate of food on the table really quickly and that’s how the 15-minute meal mindset came about.

In the book you talk about improving your kitchen organisation. What is the first thing people should do to reorganise?
When you pick up the book, you’ll see that the recipes are quite short and that’s deliberate. You’ll also see that the key to doing the recipes in 15 minutes is to get organised, have the right kit to hand and have all your ingredients ready to go. Of course, as I say in the introduction, it’s not a race and you can take a bit more time if you want to, but if you’re organised and get your kitchen to really work for you, then it’ll give you a real advantage on the time front.

You also talk about the testing of your recipes. Tell us about this process.
Why is it important to you? I don’t know any chef or cook who tests their recipes as much as I do, and it’s so important because every recipe I put in every book has to work, every time. If it doesn’t, the public soon let me know about it – and rightly so. They’re all tested up to five times by a wide selection of people: my food team always test them, but I also send them out to untrained home cooks from the office, friends or friends of friends. They all make notes which sometimes mean I change the recipe to make it clearer, or more easily accessible. It’s a long process but I put my heart and soul into all my recipes so it’s important to take the time to get it right.

Kitchen mistakes. Have you made any and what have you learnt from them?
I’ve made loads but you just tidy up and move on.

What would you recommend the beginner kitchen gardener plant?
Fresh herbs are always a good start and pretty easy to grow on a window ledge – as long as they’ve got a bit of sunshine and you remember to water them, they should keep you going for a good few weeks or even months. If you’ve got some outside space then some mixed salad leaves and tomatoes are a great option for starting out.

What have you planted recently in your garden?
It’s autumn here so we’re reaping more than sowing.

How can adults encourage children to take an interest in food and cooking?
One of the easiest ways is to involve them in the cooking process from an early age and to give
them a bit of ownership. My kids have all grown up watching me cook from when they were really tiny and as soon as it was safe I got them helping out – even the stuff as simple as simple as tearing herbs or mixing things in a bowl – they love it.

**What professional achievement are you most proud of?**
I’m extremely proud of the Fifteen restaurants – it's our tenth year this year, which is a pretty big deal for us. Last week I attended the graduation ceremony for the London group and it was brilliant to celebrate their achievements. It's always a fantastic occasion because we’re sending these bright young people out into the catering world with fantastic knowledge and experience – don’t forget they usually come to us with no experience, and often hidden problems in their home lives, so it's great to be a part of giving them a bit of a break in life.

**What are you currently working on?**
All kinds of things, but I’m in the early stages of thinking about Food Revolution Day 2013. I’m also working on a new TV show with my childhood friend Jimmy Doherty and I’m working hard on next year’s book.