

Creative *about Cuisine*

Consultancy

With over 20 years experience in the catering industry, I am well placed to help with menu development, new product development, teaching, mentoring, kitchen design, etc.

I've achieved a number of accolades over the years including a Michelin star which I held for five years, 3 AA rosettes held for 8 years and a score of 5 in the Good Food Guide, all awarded during the last twelve years spent running my own restaurant, Sienna, in Dorchester. During this period, my role grew to include various consultancy projects for food producers, suppliers and local government.

The aim with all my consultancy roles is to build a long-term relationship that is about helping you to achieve your goals.

I've also built up an invaluable list of contacts that include regional and national food suppliers, equipment suppliers, wine and beverage specialists, interior designers, videographers, web designers and marketing specialists, all of whom can add to the value of the consultancy service.

Having owned & run a highly successful restaurant for many years, I can focus on the complete picture, being fully aware from my own experiences of the relationship between all sides of a catering business.

I've also been responsible for the PR, social media and photography for Sienna over the last few years. Again, this knowledge along with a strong contacts list can be a valuable part of the consultancy process.

To see examples of my photography please visit the web site www.creativeaboutcuisine.com or view a high resolution Dropbox portfolio here https://www.dropbox.com/sh/hyx5l8r5k67nvo/AAAtb_IdNBr3w5gAKtpL9_Q8a?dl=0

Clients past and present include;

Blackacre Farm Eggs

House of Dorchester Chocolates

Dorset County Council

Heritage and Leisure Management

The Staff Canteen

Mediteria Ltd

The Llawnroc Hotel

Ben's Cornish Kitchen

Kingston Maurward Agriculture College

Below is a sample consultancy package. As an introductory offer, Dorset Food and Drink members will receive a 10% discount* on their first invoice if a minimum of four days consultancy are booked for one job.

*Applies only to the consultancy fee not any expenses incurred.

EXAMPLE OF SIMPLE CONSULTANCY PACKAGE

This package was devised to help a small coffee shop that was looking to improve its food offer with limited resources regarding space, staff and equipment. Consultancy can be tailored to the specific requirements of a client.

Phase 1

- Visit your premises to look at and review your
 - business plan
 - suppliers
 - current food and beverage offer
 - local competition
 - aspirations
 - budgets
 - staff
 - facilities

This detailed visit would provide the necessary information to produce a report containing broad suggestions as to what can be done to address the issues identified.

Cost **£1,200 + VAT and expenses** for 2 days



Phase 2

- Production of a menu to your agreed format
- Supply of recipes for the dishes where relevant.
- Second visit to the premises for
 - presentation of the menu
 - staff training
 - tastings

Cost **£1,200 + VAT and expenses** for 2 days

Phase 3

- Follow up visits once a month to assess
 - the quality and consistency of the food and drink offer
 - help rectify any service issues or supply problems
 - facilitate dish changes as necessary

Cost **£600 + VAT and expenses** per day

One hour's telephone/Skype support per month is included during the period the consultancy service is being used.

