



Culinary Consulting

ANNE CALLAGHAN

Culinary Consulting

Contact for one-on-one consultation and quote for culinary writing and content creation services:

- Brand Development
- Culinary Product and Packaging Design & Development
- Culinary Content creation
- Amazon Account Management Services
- Copywriting, Culinary writing Ghostwriting cookbooks
- Recipe + menu development
- Create Cooking Classes and Accredited Hospitality Management Courses
- Food Styling

ANNE CALLAGHAN

annecallaghan@embarqmail.com

702.860.7894





FOOD CONSULTANT SERVICES

Serving clients with one-on-one consultation for:

- **BRAND DEVELOPMENT**
Logo design, brochures, labels, and marketing support materials
- **CONTENT CREATION** - Marketing support materials, website
Layout design and content, phone app culinary content
- **AMAZON ACCOUNT MANAGEMENT SERVICES**
Account Set up, Product listing(s) set-up, Account management and optimization
- **PRODUCT + PACKAGING DEVELOPMENT**
Conceptualize, design, and create print-ready artwork
- **GRAPHIC DESIGN** – create + design marketing materials
- **COPYWRITING** - Write promotional website and print content to increase brand awareness and revenue
- **SOCIAL MEDIA CONTENT CREATION** – create relevant content
- **FOOD STYLING** – Camera-ready food preparation + presentation for commercial photography and editorial
- **GHOSTWRITING AND CO-AUTHORSHIP, EDITING + PROOFING**
- **RECIPE + MENU DEVELOPMENT**
- **COOKING CLASSES AND HOSPITALITY MANAGEMENT COURSES**
Cooking classes; create recipes, content and manage
ACADEMIC – Create an accredited syllabus, establish the course competencies, lesson objective, and course content





PROFESSIONAL EXPERIENCE CULINARY & HOSPITALITY MANAGEMENT

CULINARY CONSULTANT RESTAURANT & HOSPITALITY MANAGEMENT • LAS VEGAS

April 2015 – Current

Product and packaging development, Copywriting, and Graphic design, Food Styling

Culinary ghostwriting co-authorship - cookbooks/articles, recipe and menu development,
Creating Accredited Academic Hospitality syllabus, course objective, and content

CHARLIE PALMER GROUP 2003 to April 2015

CORPORATE CHEF, Charlie Palmer Group/Supreme Cuisine

CHEF DE CUISINE, Charlie Palmer at the Stirling Club

Consultation contract with Charlie Palmer/Seabourn Cruise line

SOUS CHEF, Aureole Las Vegas

MGM GRAND 1997 to 2003

Master Cook, The Mansion

ASCF/MGM Three-year Contract Cook Apprenticeship 1997 to 2000,

trained in all MGM kitchens/outlets

CULINARY EXCURSIONS, Co-Owner 2001-2003 Taking customers "Behind the Line" to
experience Chef conducted cooking lessons paired with lunch

PROFESSIONAL EXPERIENCE BUSINESS MARKETING (CANADA), AS ANNE TURNER

ECHLIN/RAYBESTOS BRAKES Marketing Manager 1992-1996

COOPER AUTOMOTIVE/CHAMPION SPARK PLUGS, Marketing Assist, 1991-1992

WORD CONCEPTS, Freelance Marketing Consultant, Owner, 1988 – 1991

WESTON LOBLAW GROUP, 1979-1988 Marketing coordinator

Assistant to David Nichol, President PC Private label



CULINARY COMPETENCIES

- New business planning and development
- R&D Food Product Development and Production
- HACCP plan development and compliance
- Brand Management
- Classical French culinary training
- Restaurant & Kitchen Management
- Budgeting and Food cost containment; consistently maintained
- Menu Re-Engineering Recipe Conception, Development and Testing/MGM, Charlie Palmer Group and Seabourn Cruise line
- Food-related Ghostwriting featured in regional/national newspapers, periodicals and television
- Conceptualized and managed Photoshoots
- Food and tabletop styling
- Restaurant and event cooking demos organization and participation/Nationwide and Abu Dhabi Gourmet

BUSINESS COMPETENCIES

- New business planning and development
- Marketing plan, strategy, and implementation
- Brand positioning strategies and new product launches
- Advertising, promotions, and Media placement
- Print and creative media development, graphic design, copywriting, photo shoots
- Corporate Events and sponsorship activities
- Corporate Motorsports marketing programs; NASCAR Winston Cup, TransAm, Winston Truck, and Indy Car Series
- Sales forecasting, direct consumer and corporate sales
- Key account management



ACHIEVEMENTS

- 2012 to 2016 - Le Cordon Bleu Program Advisory Committee
- 2007, 2008 Michelin Guide 1 Star – Aureole, Las Vegas
- 2008 Jean-Louis Palladin Foundation Board Member
- 2007 Jean-Louis Palladin Foundation Internship Award- Bordeaux, France
- 2000 MGM Employee "Champion Award."

EDUCATION

- Search Engine Optimization (SEO) Specialization, University of California, Davis
- Google SEO Fundamentals, University of California, Davis
- Community College of Southern Nevada (American Culinary Accredited)
- Associate of Applied Science Degree, Hotel Management & Culinary Arts
- ACF Apprentice Chef Certified Cook Program (6,000 hours completed)
- Food Service Sanitation and HACCP Certified
- Hospitality Purchasing Certificate
- Cooking Instructor Board of Education Peterborough, Ontario 1990-1991
- Computer Literate, proficient in Adobe Graphic Design Software
- York University, Toronto, Canada (Division of Executive Development)
- Sales Promotion & Strategic Marketing Certificate 1997
- Advertising Certificate, 1995
- Durham College, Oshawa, Canada Business Diploma, 1979



PRODUCT & PACKAGING DEVELOPMENT

Client Product Development for Foodservice and Retail

- ALEXANDER GOURMET/INNOVATION TEA
Logo design, brand development, marketing content and Packaging design
- HEART INDUSTRIES, Premium tea, and maple-related products
Canada True Canadian Harvest series, Animal tea series
- BULK BARN – package design for four varieties
- TEA-DOMAIN BY CHARLIE PALMER – a collection of hot and cold ultra-premium teas for foodservice
- REMINGTON CHARLIE PALMER CAMP COOKING – developed recipes and managed production of sauces, marinades, Injectables and rubs for the Retail market
- SUPREME CUISINE Fully Cooked Meal Solutions, Foodservice
Sous Vide USDA Manufacturing Facility/ Sous Vide processing, HACCP plan development and compliance
- BUTTERBALL TURKEY, R & D proprietary product development, Retail products, Retail Ready to Eat Frozen Food Products
- SEABOARD FOODS, Prairie Fresh Prime - R & D and co-pack
proprietary product development, food service, food styling
create support collateral, copywriting & design





CREDENTIALS GHOSTWRITING COOKBOOKS

Technical – recipes- editorial- technical – Ghost & co-writing cookbooks

- Cookbook recipe writing, layout & design 'Viva La Lobster' for Chef Grant MacPherson & Photographer Bill Milne
- Honey Salt Culinary Scrapbook; Elizabeth Blau and Kim Canteenwalla,
- The Rock N 'Roll Chef Kerry Simon
- Citarella – Joe Knows Fish

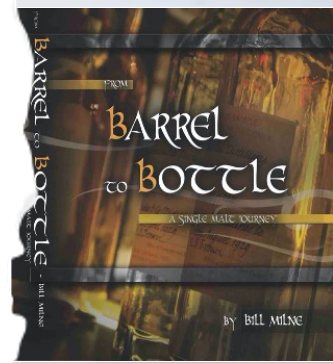
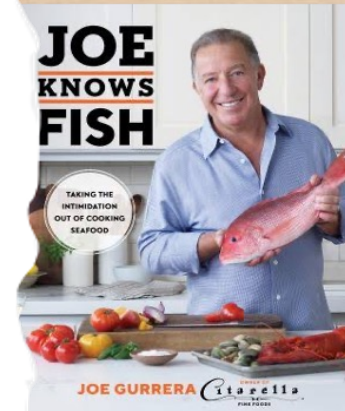
BOOK EDITING AND PROOFING

- Made with love – Maria Zoitass
- From Barrel to Bottle; A Single Malt Journey by Bill Milne

RECIPE SUBMISSION CRP COOKBOOKS

Culinary-related writing and recipe development and submission for cookbooks; (I provided recipes but did not write these cookbooks)

- The Practical Guide to the New American Kitchen
- Remington Charlie Palmer Camp Cooking



CULINARY MARKETING CONTENT EXAMPLES

Recipe Development, culinary content for Charlie Palmer Media

TODAY SHOW

- Jan 19, 2011 - Try Charlie Palmer's savory chicken saltimbocca
- May 16, 2012 - Chef Charlie Palmer shows you how to spice up dinner tonight by bringing citrus shrimp scampi, grilled ginger-soy shrimp kebabs or shrimp spaghetti to the table.
- Jan 31, 2015 - Charlie Palmer's Ultimate Super Bowl Menu Is Here

MARTHA STEWART

- May 2010 Martha Stewart Show - Berkshire pork is known for its combination of juiciness, flavor, and tenderness; try the popular meat in this well-rounded meal from chef Charlie Palmer.

ESQUIRE

- Mar 4, 2008 - 'He's a gourmet chef, but at the end of the day, all Charlie Palmer really wants a big slab of meat.' Pepper-Crusted Strip Steaks with Twice-Baked Potatoes
- Nov 18, 2010- Two Godly Recipes: Leg of Lamb and Prime Rib 'Crank up one of these roasts, and your house will smell of tender meat, melted fat, and mirth itself.'
- Feb 8, 2015 - Chef Charlie Palmer's Unforgettable Valentine's Day dinner
- Feb 13, 2015 - Charlie Palmer: How to Cook a Killer Steak- 'The James Beard Award-winning chef gives us six tips to make your steak is the best steak'
- QVC
- REGIONAL & NATIONAL PERIODICALS

NEXT VINTAGE WINE CLUB

- Recipe development, wine pairings
- Hewlett-Packard Charlie Palmer 'Smartphone App' created recipes and marketing content





CULINARY EDUCATIONAL

Hospitality and Culinary Management course outlines and content

TIOSH (The International School of Hospitality)

- Co- contributor accredited syllabus, establish course competencies, lesson objectives, and course content

CHARLIE PALMER GROUP

COOKING CLASSES

- Organized and managed cooking classes, often as an instructor or assisting Chef Charlie Palmer
- Develop recipes and handouts
- Charlie Palmer Corporate, CPG Restaurants, Epicurean events, National and International and clients such as Starz Network, Facebook and Sur La Table

CORDON BLEU LAS VEGAS

- Le Cordon Bleu Advisory Board, Participated in Le Cordon Bleu Program Advisory Committee capacity from 2012 to 2016

CULINARY EXCURSIONS,

- Sourced, coordinated, and prepare cooking class handouts Co-Owner 2001-2003 Taking customers "Behind the Line" to experience Chef conducted cooking lessons paired with lunch

PETERBOROUGH BOARD OF EDUCATION

- Created course outline, and recipes as Adjunct instructor



CELEBRATE CUISINE
Own Your Cookware



CHEF CHARLIE PALMER

oomingdales

CHARLIE
PALMER
AT BLOOMINGDALE'S
BOUTIQUE PARIS

CharliePalmer.com • @CharliePalmerCP





ON-SITE CULINARY CONSULTING SEABOURN CRUISE LINE

Spearheaded and managed Charlie Palmer Group consulting commitment for a 5.5-year duration as Lead Chef consultation Charlie Palmer contract Seabourn Cruise line alliance 2005-2011

RECIPE AND MENU DEVELOPMENT:

- Created and developed recipes & menus with Seabourn F & B Team, responsible for hands-on training and menu implementation with Seabourn Senior Executive culinary staff and culinary team
- Created a digital recipe database for menu re-engineering and implementation

GRAPHIC DESIGN

- Developed support materials and graphics to document and fulfill consultation commitment

