

## Does your team speak "Chef"



### *Culinary Influences Sales, Period.*

Subscribing to menu trend trackers is a great way to have the numbers at your fingertips, however it can be frustrating to make sense of it all. If you do not have a chef on your team that knows how to translate this data you could be throwing money out the door. Culinary collaboration with your team can make sense of all this data while putting it into simple applications that elevate your business and grow sales.

Have you ever wondered why your competitors are getting invitations to support your customers innovation sessions instead of you? The answer is your team needs to learn the ancient language of Culinary Arts - "Chef". This has become the table stakes of collaboration and innovation for countless menu specials. Build stronger relationships with your customers that engages them to make you the "go-to" solution.

### **Check out what they are saying...**

"Chef Dan has been an integral resource for my company. He provided a high degree of collaboration with our R&D food scientist with new product development, researched fact-based restaurant data, and opened doors with senior culinary contact on the customer side of the business. In short, Chef Dan has elevated my company's proposition by changing the optics of how we approach innovation on customer calls"  
Todd Eucke, Marketing Manager, Lakeside Foods, 2018