



The food industry experts for
retailers, foodservice operators,
and food manufacturers.

If you're short
on time, choose our
half day, full day,
or one and a half
day workshops
to fit your schedule.



Workshops



From start-up and small business owners to multi-unit, multi-billion dollar companies, from mergers and acquisitions to strategic partnerships, no matter what your business agenda, our Express Education™ Workshops can give you the tools you need to make your key decisions effectively. At last, this is the fast track system you've been waiting for – the consultant's guide to what you and your company needs to know to successfully analyze, plan, develop and implement your company's prepared foods products, programs and operations. Our Express Education™ Workshops are brought directly to your company and scheduled at your convenience.

Choose from our collection of intensive two-day workshops, our shorter express versions, or from our customized strategic business modules and services – implemented in different phases – to accommodate your company's specific needs. Let us customize your workshops and target the solutions to your goals and objectives. Our dynamic brainstorming sessions can help you develop new ideas, resolve business problems, and create change. We can be a central information resource for you with hundreds of photos and marketing brochures of food products, menus, programs and restaurant and retail food operations.

Culinary Connections Express Education™ Workshops

- Market and Business Audit
- Concept, Product and Menu Development
- Marketing and Business Planning
- New Business Ventures

Unlike other seminars and workshops, Culinary Connections' Express Education™ Workshops gives you the tools you need to start improving your business immediately.

About our Express Education™ Workbooks

Our comprehensive Workbooks are an invaluable guide to maximizing your business potential. Each information-packed workbook provides you with "need-to-know" information, business guidelines, worksheets and checklists, questions to ask, decisions to make, steps to take and the criteria you need to concept, evaluate and plan your prepared foods products, programs, and operations and make them a success.



Strategic Audits and Trends Analysis

Contact us to learn more about our Express Education™ customized workshops and fast track business systems and services.

Ask us for our brochures with detailed course outlines and objectives for each workshop.

Bringing excellence into the workplace.™



- Identify profitable new target markets and prepared foods sales opportunities with immediate growth potential.
- Conduct a strategic audit of your own, your competition, and your customer's business.
- Sharpen your analytical skills and use market data for making informed decisions for strategic planning.
- Analyze customer market trends, food industry trends and dominant economic forces that impact consumer buying behavior and food dollar expenditures.
- Review criteria for sourcing, evaluating, and selecting products and suppliers for your prepared food programs.

Innovative Products, Programs and Design Formats

- Create innovative and cutting edge prepared foods products, specialty food products, snacks and programs – from mainstream to niche markets.
- Avoid costly mistakes in the concept, product, and menu development and implementation process.
- Develop new products, improve your existing product line and tailor your product mix to meet your customers' needs.
- Develop more flexible and versatile products and programs to adapt to the changing needs of your customers and the marketplace.
- Sell the total food and design experience for maximum customer impact and profit.

Market-Driven Strategies and Business Plans

- Bring your food products to market faster and capitalize on emerging trends.
- Plan and develop customer-oriented, market-driven strategies for maximum impact.
- Develop successful foods sales plans for different target markets: trade and consumers.
- Build brand awareness and create top performing, signature status products.
- Develop strategic marketing, merchandising, and business plans to generate new business growth.

Sales, Profits and Strategic Partnerships

- Achieve your financial, operational, and marketing objectives with cutting edge solutions.
- Maximize market share, sales growth, customer satisfaction and profit potential with your prepared foods products and programs.
- Improve the profitability and quality of your prepared foods products and product mix.
- Make informed business decisions and identify what factors to consider to determine the feasibility and profitability of new business ventures, start-ups and strategic partnerships.
- Optimize your strategic alliances and expand your business portfolio, brands, and sales penetration regionally and worldwide.

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