



culinary concierge

taste! taste! taste!

culinaryconcierge.ca

Christine Couvelier is **passionate** about food. She shares her passion and enthusiasm for food with everyone she works with.

Christine is a Culinary Executive, an Executive Chef, and a Culinary Trendologist. As a global Culinary Trendologist, Christine uses her 'culinary crystal ball' for forecasting upcoming food trends.

Christine is the past Executive Chef of President's Choice, the Director of Culinary & Beverage/Executive Chef at Cara Operations, and the Chair of The Chef School of George Brown College. She worked on Global Innovation for Unilever and was the first Director of Culinary Strategy at Maple Leaf Foods, where she worked on the vision, design & construction of the ThinkFOOD! Centre.

Currently Christine continues to educate, teach, and inspire her customers through her consulting company **Culinary Concierge**.

At Culinary Concierge, she provides culinary solutions that assist clients in launching on-trend, on-time great tasting food products and menu items. What's a Culinary Trendologist? Christine tours the Globe to taste what is coming next, cooking with chefs, attending food shows, visiting greenmarkets and gourmet retailers. She has developed her Trend Watch Report focusing on emerging, developing and existing trends, and she looks in her 'culinary crystal ball' at trends vs fads..

"I am a connection between the culinary world and the consumer. My taste buds are externally focused on all areas of the food business. As well, I am business and strategy focused while always monitoring consumer insights", says Christine.

**Culinary Concierge** allows Christine to work with clients to offer a unique menu of services that includes:

- Creative & Meaningful Ideation
- Culinary Focused Innovation
- Sensory & Gold-Standard Evaluation
- Trend Watch Reports
- In-Store + At-Market Tours
- Package Recipes + Menu Development
- Product Spokesperson
- And more...

For Christine it really all come down to 'Taste, Taste, Taste.' From the test kitchen to the boardroom, from the glimmer of a recipe idea to the shelves of your local grocery or the menu at your favourite restaurant, Christine believes in sharing her culinary passion and love of all things delicious.

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