

Food for Thought

Food is essential for life but we often take it for granted. There are so many products people have never tried, don't know how to prepare or even know the real story behind how they got on our grocery store shelves. In an entertaining and informative session Alain Bosse, the Kilted Chef and Peter Chapman, the guy with the shopping cart, will get people thinking about food.

Every session is different as we customize it to your audience and your needs. We will educate, entertain, and engage you with the foods that connect you to Your lands and Your seas.

Choose from a number of themes:

- *Food treasures from any region*
- *Meals in minutes*
- *Give us a list of what is in your cupboard to develop a meal*
- *15 items in the grocery store you might never have tried*
- *Everyone makes dessert in a great team building exercise*
- *Conquering food waste in your kitchen*
- *Fresh or frozen what is best?*
- *Healthy meals that taste good*
- *or we will customize one for you!*

Every session is interactive and engaging. There is no script, Alain and Peter will share their insights and tips that come from a common passion for food and the food industry.

Your audience will never think about food and grocery shopping the same way again!





Peter Chapman- SKUFood

Getting your product in shopping carts is what it's all about. Peter Chapman will help you understand that it's not about making great products to sell; it's about selling the great products you make.

Peter's career in retail started at a store where he learned the importance of listening to consumers and the challenges of implementing strategies at retail. He went on to work with Canada's largest food retailer, Loblaw for 19 years. While with Loblaw, Peter was responsible for produce, deli, home meal replacement, bakery, seafood, floral and lawn & garden in Atlantic Canada.

After leaving Loblaw Peter has had the privilege of working directly with producers and processors who want to increase their sales. Through SKUfood.com, Peter uses his proprietary C.A.R.T. process to help producers, processors and audiences sell more of their great products.

Look for Peter's book *a la cart*; a supplier's guide to retailers' priorities. The book was written for suppliers, to help them understand where their customers are focusing their efforts. Peter has provided retail insights to The Globe & Mail, The Toronto Star, Canada AM, Maclean's magazine and he writes a monthly column in The Grower. Peter is active in the Canadian Association of Professional Speakers at the local and national level.

Audiences and clients benefit from practical and entertaining insights into the food industry and how to ultimately get more products in the shopping cart.

For inquiries contact Susan Sipos at susan@skufood.com

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Alain Bossé- The Kilted Chef

Alain Bossé, also known as the Kilted Chef, has travelled the world from kitchens to convention centers sharing his expertise and love for buying and eating local ingredients. With his signature tartan kilt, proud Acadian heritage and undeniable flair for cooking with local, Alain has earned a reputation as Atlantic Canada's culinary ambassador.

Chef Alain has cooked for global dignitaries and has worked in kitchens and on event stages alongside top chefs from around the world. He firmly believes that if you live local, then you should buy local. For more than 10 years, Alain has promoted local commodities such as lobster, mussels, apples and wild blueberries to name a few. His travel has included trips across South America, North America, Europe and Asia too, offering enlightening and entertaining presentations. Alain also runs a busy consulting business where he helps restaurateurs and producers.

Alain has been a frequent guest instructor at culinary schools where his lectures focus on "the 101 of lobsters and mussels", which educates students on the use of sustainable Atlantic Canadian seafood. Chef Alain is also a frequent guest on radio and TV, a prolific recipe creator, food writer and cookbook author. He also offers private group cooking lessons and culinary experiences at his farm in Nova Scotia. Chef Alain is not just a food expert; he is a food industry expert whose experience in the kitchen and with senior management roles in the food & beverage industry allows him to share his expertise on the beauty of food and the business of food.

If you haven't had the chance to meet the Kilted Chef yet, you should. You're guaranteed a uniquely educational and inspiring experience.

