

About chefdale

- 28 years experience as freelance chef working with restaurants and food and appliance companies developing and implementing food awareness programs across Western Australia.
- Respected leader in the Western Australia Food Industry having worked with major WA food companies, retailers, the Department of Agriculture and Food, Potato Corporation of WA, Perth Market Authority and Curtin University.
- Expert in the development and testing of new and innovative recipes, kitchen set up, management and workflow procedures to enhance performance and profitability and reduce waste.
- Exceptional client liaison and communication skills acquired through working with a wide range of clients and their staff on a diverse range of food projects.

Current Clients and Professional Experience

Intergrain - since 2015

- Udon Noodle Ambassador
- Recipe Developer
- Promotional Food Photography

Herdsmen Inspiring Food - since 1995

- Design fresh food recipes for publication on website
- In store weekly cooking demonstrations
- Manage Primary School 'Fresh Food Program'

Scutti Taste of Europe - since 2006

- Provide kitchen staff training and mentoring
- Designing a range of high quality, nutritional take home meals, soups and salads
- Styling and merchandising of delicatessen items

MyFresh - since 2015

- Food Consulting
- Promotional Food Photography

Sheldon & Hammond - since 2004

- Provide brand awareness to WA Scan Pan and Global Knives importer
- Conduct retail sales staff training workshops
- Teach sales techniques and demonstrate attributes of a variety of kitchen utensils and products

Potato Corporation WA - since 2013

- Designed and tested over 60 potato specific recipes for retail point of sale recipe cards during 2013-14 'Fresh Potatoes - Serve up some Goodness' marketing campaign
- Styled and photographed high resolution photos of recipes for web site and recipe card use

Ferguson Alfresco lifestyle Barbecue - since 2013

- Present Barbecue Master classes using the Ferguson Barbecue range for the building industry including local high end architects and residential building designers
- provide pre and post sale cooking classes for Ferguson clients

Perth Market Authority - since 2013

- A three year contract for 'Sunday Community Chef' presenting cooking workshops in the Fresh Ideas Centre at Perth Metro Markets each Sunday for the general public
- Design three recipes per week featuring WA's finest seasonal produce

Focus Seafoods - since 2013

- Design recipes and high resolution photography for Shark Bay Crabmeat, Shark Bay Prawns, WA Sardines, Yellow fin tuna and farmed King Fish for point of sale recipe cards

Mandurah Crab Festival - since 2011

- My Kitchen Rules (MKR) kitchen stage presentation coordinator
- Hosting, organising and presenting Mandurah Crab Festival 'MKR Celebrity Kitchen'
- Liaise with Channel 7 Sunrise presenters and Festival sponsors for the provision of fresh produce

Every Women Expo Celebrity Kitchen - since 1995

- Set up 'Celebrity Kitchen', coordinate and review all recipes to be prepared by celebrities
- Host main stage 'Celebrity Kitchen' and ensure the timely scheduling and management of celebrities
- Work with local TV and sports celebrities in the 'Celebrity Kitchen' to raise donations and awareness of MS in WA

Previous/Other Clients include:

Western Power

Westfield's Shopping Centres

Kitchen Warehouse

Possums Promotions

Araluen Chilli Festival

Street Hassle Events

Buy West Eat West Signature Dish Event

Western Angler Fishing Magazine

Brightwater Brain Injury Fundraiser

New Holland Publishing

Basils Fresh