



Charlotte Pike
Food & Drink Expert



Creating flavours & words
for producers, retail, hospitality
& food & drink tourism.

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Welcome



I'm Charlotte Pike MBE, a UK-based food and drink expert, and I advise businesses in two key areas: flavours and words.

I am thrilled you have taken the time to find out more about what I do.

First, let me tell you about me. My career in food started quite soon after graduating from University, (with a short detour via the City of London) and I've been fortunate to have had a broad and interesting career in food and drink.

I set up my first business, an award-winning food production company and got my first three book cookbook deal by the age of 26, which won a major award and is published in over a dozen languages worldwide.

Since then, I've trained as a professional chef and worked as an International Private Chef, cooking very special food for some of the most famous faces in the world.

I've also worked as a cookery teacher, teaching Nobel prize winners, International sports stars and global business figures how to cook well.

My experiences have been varied, but the focus has always been on exceptional food and drink working with exceptional creators, producers, plus retail, hospitality and food & drink tourism businesses in the UK and internationally.

I received an MBE for my services to food writing and food education.

It is now my absolute pleasure to share my expertise, specifically focussing on the areas I know and love best: flavours and words. I've partnered with leading industry talent to bring you comprehensive support through a broad range of services.

I understand that genuinely exceptional products and services are critical to the success of your business, and my team and I very much look forward to helping support you to achieve your objectives.

Please read on to find out more about the services I offer, and how we can work together.

Thank you again for your interest,

Charlotte Pike MBE
Food & Drink Expert

Flavours & words

for producers, retail, hospitality & food & drink
tourism businesses.

Charlotte Pike MBE is a multi-disciplined food and drink expert, with a wealth of expertise from a broad and interesting career of over a decade in the food and drink industry. With extensive experience as an award-winning food writer, founding an award-winning food production business and deep, first-hand understanding of food writing, food production, retail and hospitality, Charlotte brings together her unique and broad experiences, deep knowledge and extensive industry-wide contacts to deliver expert support for businesses of all sizes in the UK and Internationally.



All services are led by Charlotte, together with a team of carefully chosen, best-in-business, highly experienced professionals to suit your requirements. We offer a unique and completely bespoke experience, working with individuals and companies from start-ups to well-established businesses.

We specialise in creating impactful flavours and words for food and drink producers, retail and hospitality businesses, plus food & drink tourism. Our goal is to create brilliant, special and unique products and services that delight. We are genuinely passionate about exceptional food and drink and we aim to use our expertise to support your business in achieving that.

Clients are able to pick and choose the services supplied by Charlotte and her network of very carefully chosen suppliers.

You will find our services overleaf.

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SUMMARY OF SERVICES

We offer a range of flexible services to suit the needs of many businesses. Many services are not available elsewhere. You will find a summary below and further details in the following pages.

- **NEW PRODUCT INNOVATION AND DEVELOPMENT**
- **RECIPE DEVELOPMENT, TESTING, TASTING AND BENCHMARKING**
- **BUYING & PRODUCT & INGREDIENT SOURCING**
- **BOOK & PAMPHLET PRODUCTION**
- **COPY CREATION**
- **MENU CREATION & REVIEW**
- **TRANSLATION**
- **FOOD & DRINK DESTINATION DEVELOPMENT**
- **FOOD & DRINK BUSINESS MENTORING**
- **CURATION OF EXCEPTIONAL FOOD & DRINK EXPERIENCES AND EVENTS**
- **STAFF & HOUSEHOLD TRAINING**

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FLAVOURS



Charlotte is a professionally-trained and highly experienced chef, who has worked on developing a wide range of innovative products for brands, recipes for publication and production and regularly judges prestigious industry awards in the UK and Internationally.

We are able to advise on current trends, offer technical advice and recommendations, and have proven experience at creating market-leading, delicious food and drink products that stand out in a crowded market, win awards and perform well, generating repeat business in every sector. We have the experience of building a brand and running a business and can offer you the support and expert help to fast-track your business development. We also understand the need to create truly exceptional products to stand out in a crowded market.

All work is undertaken in our extensively equipped private Test Kitchen, which offers the perfect environment for a range of work. Charlotte has built a highly experienced network of over 100 recipe testers, plus a panel of taste testers.

Here's what we do. All services are for producers, retail and hospitality businesses, plus food & drink tourism businesses and destinations.

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FLAVOURS

NEW PRODUCT INNOVATION AND DEVELOPMENT

We understand that truly exceptional taste is critical to commercial success, and we help businesses achieve this from launch

Product innovation and development for start-ups

- Working with a brief from the founder(s) on getting the product just right before launch
- Product innovation or refinement pre-launch

Product innovation and development for established businesses

- Creating new products or ranges for existing businesses
- Extending product ranges with complementary products
- Product review and elevation, helping you to improve your existing offering
- Diversification for existing agricultural businesses

RECIPE DEVELOPMENT, TESTING, TASTING AND BENCHMARKING

We understand the importance of ensuring every recipe and product must be the best example of its kind, and we help achieve this.

- Our test kitchen will rigorously develop and test recipes to ensure they work perfectly, every time. There are over 100 members in our long-established external test team
- Our highly experienced and diverse panel of taste testers (100+ members) who will offer valuable insight and feedback
- We curate benchmark testing days, to see how consumers think your products stand out against the competition

PRODUCT & INGREDIENT SOURCING

- Using our unparalleled international knowledge and contacts, we can source a truly special portfolio of food, drink and kitchen products for your business, offering your customers something special that they are unlikely to find elsewhere
- We are also able to advise on supplying just the right ingredients you need for production or food service, to fit your brief

WORDS



Words are an essential way of communicating your purpose and are an important touchpoint for your brand. Our multi-talented team are here to make your work really stand out.

Charlotte is an award-winning cookery book author, author of seven cookery books under her own name and has written and contributed to a great number more for chefs, experts, food brands, restaurant chains. She was Chair and Vice-Chair of The Guild of Food Writers in the UK for nearly five years and has served on the committee for nine years. Charlotte's writing has featured in major newspapers and magazines, both in regular columns and occasional features, as well as on websites, packaging and marketing materials for a wide range of products around the world. She is a recipe creation specialist with broad experience helping writers, celebrities, restaurants, food producers and put together outstanding recipes that work every time.

Charlotte has some of the very best food and copy writers available to support projects where necessary, plus an exclusive partnership with an industry-leading, multi award-winning book production, global distribution and publicity team, so you could hardly be in better hands.

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WORDS

BOOK & PAMPHLET PRODUCTION

- We produce truly exceptional, high quality cookery, food and drink books from start to finish for brands, whether a person, producer, retailer or hospitality business. A book can offer a powerful reflection of your work that will generate revenue and have longevity. We are proud to have partnered with an industry-leading publishing house to offer you what we consider to be the best service and production values in the business
- We also produce high quality recipe pamphlets and guidance materials for businesses, both to offer as a complimentary resource or for sale. We apply the same exceptional production values to these materials as we do with our books

COPY CREATION

- We produce accurate and high quality copy for packaging and website, reflecting what you really want to say about your what you do

MENU CREATION AND REVIEW SERVICE

- We help you to create an enticing, accurate and carefully worded menu, that guides your customer through the offering with ease. We are also able to offer menu development services and new recipes

TRANSLATION

- With a degree in Modern Languages, Charlotte really understands how important good quality international translations can be. We offer full translation services on all of our word-based projects

FOOD & DRINK DESTINATION DEVELOPMENT

- We advise on strategy and work proactively on creating business plans to diversify businesses or develop food and drink destinations.

FOOD & DRINK BUSINESS MENTORING

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Additional services



Using our unparalleled industry-wide contacts, we are able to offer a range of additional services, either in-house or through carefully chosen, experienced suppliers who produce outstanding work.

They include:

- Branding and design work
- Shelf life testing
- Manufacturer sourcing
- Cultural advice
- Packaging advice
- Photography
- PR and launch activation
- Launch party services

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How we work

We are committed to offering support, guidance, knowledge and experience to help you to take your business to the next level, through our own expertise and access to the best-in-business services.

We collaborate with best-in-business colleagues to deliver our services, whose work we trust and admire and with whom we have build longstanding relationships.

We have a clear pricing structure, allowing you to pick and choose the services you wish to commission.

We work honestly and tirelessly to help offer quality services and a genuine improvement, where appropriate. We are transparent and trustworthy in our dealings and aim to offer value in our work.

We are able to undertake most of our work virtually, allowing us to extend our services to a global audience.

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Next steps

It'd be a pleasure to discuss how we can work together on helping you achieve your objectives.

I look forward to hearing from you.

Charlotte

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