



wendy's pantry...

For me, *variety IS the spice of life...* I thrive on filling my pantry with interesting people and opportunities that are rewarding for all ~ my clients, my audiences, and of course, myself! I'd like to share with you a few of the "seasonings" that make me Wendy!

Authenticity... at the core of my being! I believe that if one is not true to one's self, they cannot be true to others or in what they do. I am who I say I am and my word is my word... and if I don't believe in a product or service, I won't take it on. But if I do, **nothing** or **nobody** will hamper me in giving it my all, which leads me to my next ingredient...

Passion! Goodness gracious, my passions are many... I have an innate "need" to share my ideas with any and everybody that will hear me, (*and sometimes with those who have no such inclination*). But when I see a way to repackage a product (from restaurant menu items, to the way something is merchandised), my inner "marketing maven" takes over! I find it hard to simply walk away without gracefully offering my idea(s) when I just know it will be profitable, or at least worthy of a try... which goes hand-in-hand with...

Freshness! Be it in food or the preparation of, dining and its surroundings, breathing new life into menus, farm products, grandma's recipe or any facets of these things, I strive to stay abreast of current trends as well as those coming around the bend to tailor my creations and marketing efforts with an eye on what's coming "over yonder," and not what's "back there." I can hardly wait to see what will be on our plates, in our grocery carts or on our supper tables next! Coming full circle, does your company need...

Inspiration? An educator by degree, teaching inspires me... be it in a demo setting, hands-on, or in marketing products in various mediums. My quest for knowledge is great, and even when teaching others, rare is the circumstance when I do not learn from my students. Not a "ho hum" kinda gal, I believe that any subject or product can be marketed in a fun and charming manner, no matter who the audience...

Might I inspire yours for Y.O.U.?

Wendy Perry



Kitchen & Culinary Consultant



Passionate Foodie

~ ~ ~

Marketing Maven

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on my table...

Southern Belle and native North Carolinian Wendy Perry brings from her table to yours a plethora of enjoyable and fun life experiences to whet your appetite...

- Marketing Home Economist
- Personal Chef
- Culinary Coach & Educator
- Idea Factory - Resource Gal
- Small Event Creator & Manager
- Certified ServSafe® Instructor
- Food & Product Demonstrator
- Small Farm & NC Products Advocate
- Value-Added Product Development
- New Product Tester
- Trade Show Booth Hostess
- Magazine Food/Product Stylist
- Culinary Photographer Wannabe
- Culinary Writer~Blogger~Editor
- Freelance Newsletter Creator
- Signature Recipe Designer & Tester
- Cookbook Advisor & Editor
- Community Promotions Ambassador
- Merchandiser - Gift Basket Designer
- Media Representative/Public Relations
- Cooking Contest Judge
- Dining Environment Enhancement
- On-Call Staffer
 - ...front and back of house
 - ...catering
- Menu Critique & Recommendation
- Restaurant "Pantry Shuffler"
Piqued your curiosity?
- Restaurant Menu Designer
- Mystery Shops/Competitor Analysis

www.WendyPerry.com



**buying local...
cooking local... eating local!**

main ingredients...

**East Carolina University ~ Bachelor of Science
Home Economics Education-Community Service
Internship @ former Cary Village Mall (Towne Center) as
Assistant Mall Marketing Director**

- 2007 – ECU's "100 Incredible Women Alumni"
- 2009 – ECU's College of Human Ecology "Legacy of Leadership Award"
- Lifetime member Phi Upsilon Omicron Honor Society (Family & Consumer Sciences)

**Louisburg College ~ Atlantic Christian College
Wake Technical College ~ Intl. Bartending Institute**

CONTINUING EDUCATION (partial):

*Ag-Entrepreneurship ~ Substitute Teaching ~ Grant Writing
"Web Marketing & Social Media for Small Farms"
ServSafe® Instructor ~ Taking A Food Product To Market"
"Developing A Food Business in North Carolina"
Meeting Planning ~ Publicity, PR & Marketing
FRP "Cookbook University" and assorted others!*

condiments...

- Goodness Grows In North Carolina
- NC Specialty Foods Association
- American Farmland Trust
- Southern Foodways Alliance
- Carolina Farm Stewardship Association
- Slow Food® USA
- Farmers Market Association of NC
- Meeting Professionals International
- Women Chefs & Restaurateurs
- Chefs Collaborative
- East Carolina University Alumni Assoc.
 - College of Human Ecology
- Blue Ribbon Winner-Ketchup Category
 - 2010 NC State Fair



*...sowing new seeds of growth for sustainable farms
and NC produced foods & commodities!*

the recipe...

**1 set of "play" pots 'n pans...
1 Easy Bake Oven & 1 light bulb...
1 little 5-year-old girl with imagination...
Stir together and you have
the birth of a foodie entrepreneur!**



**3 decades Culinary Coaching~ Recipe Design
Food & Product Marketing & Demonstration
Cookbook Editing ~ Recipe Testing ~ Catering ~
Retail Store ownership**

Wendy's HOME EConomics! ~ Vollmer Farm
Kitchen Consultants, Inc. ~ N.C. Pork Council
Southern Home Show ~ East Wake Wines& Others!

1 Cup Food Styling Our State Magazine ~ Down
Home Magazine

**Few pinches as Cooking Contest Judge &
Culinary Competition Participation**

NC Department of Agriculture ~ NC Specialty Food Expo
NC State Fair ~ Hinnant Vineyards Chef Competition

Few dashes Small Farm Marketing & Event Planning
CEFS ~ Consulting area Farmers' Mkts.
Mrs. Picky Food Products ~ MAE Farm

**13 years Angel In Your Kitchen Personal Chef
Services (1st gal chef'n in Raleigh Market!)**

culinary education ~ meal prep ~ dinner parties
demos ~ kitchen & pantry organization ~ party planning

1 decade VP Sales/Mktg. of Zebulon Civic Centre

½ decade as CEO Personal Chefs Network, Inc.
founded professional association ~ web page designer
counseling & consulting of start-up chefs ~ sustained
triple digit membership annual growth ~ all PR/Marketing
coauthored 15-chapter training manual ~ annual budget
development ~ recruitment/retention ~ newsletter editor
convention planning ~ forum (17) moderator ~
negotiated advertising ~ copyright/trademark acquisition

8 years Healthcare Foodservice Mgmt.

Dash of Gourmet Grocery Retail Food Sales
merchandising ~ gift baskets ~ marketing/PR ~ demos

**4 Qts. Newspaper/Magazine columnist & blogger
Garnish with local & national media interviews**

Southern Living ~ Supermarket Guru ~ Local media appearances

*...and simmering on the back burner
my own Sugar Free and Honey/Fruit sweetened
ketchups headed to market!*