













CHEF JEFF DISEND HAS TRADE SHOW and FOOD/WINE SHOW EXPERIENCE



-  I've been cooking for more than 30 years and I've worked in the wine and restaurant industries. I cook everything from simple family meals for clients to elaborate 5-course dinners, to food for 25,000 people at the Hosea Feed the Hungry Program four times a year. I was considered for a chef's position at The White House.
-  I'm also Director of Recipe Development for Chefs USA (a company of professional chefs) and I create recipes for 40 chefs in Atlanta, Dallas, Las Vegas, Phoenix, Raleigh, and Seattle.
-  I regularly do live Chef Demos in upscale Kroger, Whole Foods, Fresh Market, and other high-end stores to introduce or improve sales of sponsors' products, and I'm #1 in product sales results.
-  I've successfully worked trade show booths (National Restaurant Association Show, Produce Marketing Association, ASTD, Wine South, and others) and I understand trade-show selling. I'm very good at drawing people to your booth and can "schmooze" with people in trade show situations.
-  In an earlier career, I was corporate training director for JC Penney, Coca-Cola, and The Wine Spectrum, so I understand sales, marketing, and merchandising for food and consumer products.
-  As a trainer, I trained hundreds of people from Sales and other departments how to be productive and effective at trade shows.
-  I've cooked – and promoted – Laura's Lean Beef, Alaskan Seafood, Wild Georgia Shrimp, Cardile Brothers Mushrooms, Hickory Farms Ham, Perdue Chicken, many wines, crab cakes, fresh salads, and more at shows and demos.
-  My company has been in business for 25 years. I have food service liability insurance with Hartford and I'm a certified safe-food handler.
-  I'm a member of the American Personal Chefs Association and the American Institute for Food and Wine.
-  If you'd like, I'll create recipes specifically for your booth and your products. And if you need more than one chef, I'll arrange for other experienced, personable chefs with trade show experience.

"Cooking at demos and trade shows requires both people skills and culinary skills. I was thrilled that Chef Jeff brought both to our booth!" Michael Cardile, Cardile Brothers Mushrooms

"I had mushrooms at two different restaurants this week. Neither was as good as what you cooked right here!" Len Brock, BJ's Wholesale Club. (At the 2005 PMA Show where I created and cooked a mushroom dish at the Cardile Brothers Mushrooms booth)

"I had to come back! Yours is the best food at this whole show!" Nancy Williams, Marco Foods. (On her second visit to the booth to sample Chef Jeff's food.)

