



love + craft
KITCHEN

Recipe + Food Product Development

Consulting Packages and Ala Carte Services

Helping to bring delicious, better quality food products and meals to the table.

HELLO

I'm Chef Susan, and I help to bring delicious, better quality food products and meals to the table.



Love + Craft Kitchen, LLC is a boutique culinary business created by Chef Susan Denzer. She offers custom recipe development, standardization, and testing services, culinary consulting, and food and recipe writing.

Through her recipe creation, consulting, and writing, Susan supports both food businesses and home cooks in bringing delicious, flavorful food products and meals to the table with a focus on using better quality, healthier ingredients.

Chef Susan works with:

- **Specialty Food Entrepreneurs:** taking food product concepts or home recipes to the recipe prototype level ready for the early stages of the food manufacturing process
- **Food and Equipment Brands and Retailers:** creating custom recipes that promote your product and brand, increase sales and customer loyalty
- **Bed & Breakfasts, Small Restaurants, and Cafés:** creating new recipes or enhancing current recipes to start or refresh menus
- **Food Marketing Companies and Others:** creating recipes for consumer use

RECIPE + FOOD PRODUCT DEVELOPMENT

Inspiration, imagination, research, and experimentation are key components of the recipe and food product development process. Whether starting from scratch or enhancing what is already in place, Chef Susan works with food entrepreneurs, brands, and others to create delicious recipes and products to fit their brand, audience, and needs.

Each project is unique and customized. Package and ala carte pricing is quoted per hour or by project. Chef Susan provides a free 45-minute consultation, followed by a comprehensive project proposal.

Consulting Packages:

- Recipe Development, Standardization, and Testing
- Concept Exploration and Product Ideation
- Market Readiness for New Food Products

Ala Carte Services:

- Product Ideation
- Market Research
- Initial Steps to Commercialization
- Shared Use Commercial Kitchen or Co-Packer Research
- Recipe Standardization
- Recipe Testing
- Recipe Development for Marketing Purposes



CONSULTING PACKAGES

RECIPE DEVELOPMENT, STANDARDIZATION AND TESTING

Having a standardized recipe prototype is one of the first steps in bringing a new food product to market. Love + Craft Kitchen can help by creating and formalizing the flavor profile, weights, measures, and processes. The resulting recipe prototype is ready to scale for self-manufacturing or working with a co-packer.

Package Includes:

Recipe Development, Standardization, and Testing

- Consultation with client on product type, flavors, specific ingredients, format, methods, and other relevant aspects of the project.
- Research and planning
- Concept development for client review, if applicable
- Several kitchen sessions for the creation of a recipe prototype ready for the initial steps of commercialization.
- In-person tasting sessions or samples shipped to client for feedback and decisions.
- Standardization of the chosen recipe - weights, measures, process.
- Samples provided to a professional food lab for testing - pH (acidity), AW (water activity), Brix (% sugar)
- Creation of an initial nutrition facts information sheet (unofficial copy).
- Writing and formatting of the final recipe prototype.

Final Report

- PDF and WORD copies of final, standardized recipe prototype.
- Results from food lab testing.
- Copy of initial nutrition facts for the recipe (for informational purposes only; not an official copy).
- Summary of any necessary development or testing notes.



CONCEPT EXPLORATION AND PRODUCT IDEATION

Do you have a new food concept that you'd like to bring to the market yet are not sure of the specific product? This product ideation package can help.

Package includes:

- **Concept Review**

Initial review of the ingredient or product concept, characteristics, nutrition information, and known and unknown aspects.

- **Market Research**

Research and evaluation of existing grocery store and online products, food and consumer trends, and opportunities for product differentiation.

- **Product Ideation**

Brainstorm new product ideas including flavor profiles, ingredients, and product formats. Assess food safety considerations, production methods, and any other relevant aspects of the project.

- **SWOT Analysis**

Evaluate the new product idea(s) - strengths, weaknesses, opportunities, threats.

- **Final Report**

Summary of the findings and recommendations - concept review, market research, product ideation results, and SWOT analysis.



MARKET READINESS FOR NEW FOOD PRODUCTS

This package assists those who have a specific new food product idea and wish assistance in evaluating it and planning the initial steps to commercialization.

Package Includes:

- **SWOT Analysis**

Evaluate the client's new product idea - strengths, weaknesses, opportunities, and threats.

- **Market Research**

Research and evaluation of existing grocery store and online products, food and consumer trends, and opportunities for product differentiation.

- **Initial Steps to Commercialization**

Create a plan outlining the next steps in the process of commercialization.

- **Commercial Kitchen or Co-Packer Research**

Research local or regional commercial shared-use kitchens or co-packers as production options.

- **Final Report**

Summary of SWOT analysis and market research, outline of the initial steps for commercialization, and a list of local commercial shared use kitchens, or local and/or national co-packers.



ALA CARTE SERVICES

- **Product Ideation**

Brainstorm new product ideas including flavor profiles, ingredients, and product formats. Assess food safety considerations, production methods, and any other relevant aspects of the project.

- **Market Research**

Research and evaluation of existing grocery store and online products, food and consumer trends, and opportunities for product differentiation.

- **Initial Steps to Commercialization**

Create a plan outlining the initial steps in the process of commercialization of client's food product.

- **Shared-Use Commercial Kitchen or Co-Packer Research**

Research of local or regional shared-use commercial kitchens or co-packers as production options.

- **Recipe Standardization**

Formalize client's recipe into a standardized recipe prototype (weights, measures, process) ready for the initial steps of commercialization.

- **Recipe Testing**

Conduct three (3) testing sessions for a recipe prototype provided by client. Provide the results of the sessions, and feedback and/or recommendations if requested.

- **Recipe Development for Consumer Marketing Purposes**

Develop recipes using client's manufactured food products or ingredients for the purpose of marketing the product, and building repeat purchases and customer loyalty. These recipes are created and written for use in home kitchens by consumers.



TESTIMONIALS

When I tell my business story, Love + Craft Kitchen is all over it. Chef Susan and her colleague not only helped me develop my salad dressing recipe, but also 'held my hand' as they took me from food novice to food producer. I cannot thank them enough for all they have done for me.

-- MV Salads, Martha's Vineyard

We can't say enough about how fun it was to work with Chef Susan at Love + Craft Kitchen to create custom recipes for our Bed and Breakfast--our guests simply rave about her breakfast creations both in flavor and appearance.

We appreciated Susan's professionalism and attention to detail in structuring the recipes, including presentation tips, so the recipes were easy to prepare and produced quality dishes each time. Thank you for being a part of making our business a success!

-- Corban Manor Inn, St. Paul, MN

I have worked with Chef Susan at Love and Craft Kitchen on several projects. Susan is highly skilled in taking conceptual food product ideas and making them real. I especially appreciate the process she uses to create the different flavors profiles I am looking for in my products.

-- King Fykia Superfood Snacks and Seasonings, Silver Spring, MD

Chef Susan helped me standardize my family recipe and processes for a product I plan to bring to market. I found her help invaluable. She not only worked with me in her kitchen to ensure the recipe was just right, but helped me get my routines down for production in a shared-commercial kitchen. I really appreciated her support!

-- T.R., Portland, OR

GET IN TOUCH

Susan Denzer

Recipe Development, Standardization, Testing | Consulting |
Food + Recipe Writing

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