



Make food that makes sense.



Media Spokesperson

Radio, TV, online media. Let's get a clear, memorable message to your audience and have some fun along the way.

Brand Ambassador

Picking the right personality to represent your brand is key. I bring fun, facts and everything amazing about your food brand.



Recipe + Product Developer

I help brands create recipes that deliver on taste and simplicity. Do you have a packaged food idea that needs a culinary perspective? Or a library of recipes that needs to be evaluated by an expert? Let me help you serve up the best!

Food Business Consultant

From the lens of culinary expertise and nutrition research, I create fresh ideas to position your product, leverage marketplace trends and freshen up old favorites. Let me help you invent or reinvent consumer demand. Tasty always wins!

Here are a few partners that leverage my culinary and nutrition expertise:



food LOGIC®

I approach every project from two angles: nutritious and delicious.

Let's entertain, educate with science and link food to nutrition benefits for your audiences:

- Nutrition science insights
- Unique flavor expertise
- Top culinary techniques — making it fun and simple
- Marketplace trend watching
- Creative content creation
- Anti-bad-recipe detective
- Say-it-like-it-is entertainment
- Video personality (see page 2)





Lights, camera, culinary!

Leverage my broad experience with video, virtual and beyond!

Food is colorful!

Food is fun!

Food is entertainment!

Bring your brand story, corporate communication, and social media content to life with my deep video experience and love of entertainment. My team and I will develop your content to stand out, speak clearly, and inspire potential clients to engage with you.

Brand-Sponsored RD and Influencer Trainings

Do you want to help your non-culinary influencers know how to best handle your product? I help brands deliver targeted training that sets the course for successful, creative recipe development using effective messages that talk about food brands to their followers.

Content Creation

Including, but not limited to, interviews, video demos, Instagram stories or Facebook live posts. Whether we tap into my followers or we create content uniquely for your posting, my team and I will create everything from designing the graphics, writing the content, and delivering the final product.

Conference Speaker

Whether virtual or live, there is nothing I love more than to inspire audiences by creatively combining the enjoyment of food with clear health messages that truly help people to enjoy the process of building a life around healthy decisions. Trust me, all foods fit, we just have to be smart about it and deliver the Food Logic™ that calls people to action.

Health Professionals Education

Culinary and dietetics are my passion and expertise. I love to speak to health professionals about the science that connects your product to health benefit messages, while addressing marketplace confusion, and inspiring effective solutions.



**hella
GOOD FOOD!**



Let's discuss your next project!

Leverage my unique blend of culinary and nutrition expertise to develop your product or message for hungry consumers.

Connect with me!



Chef Abbie Gellman