

RED ARROW

Situation:

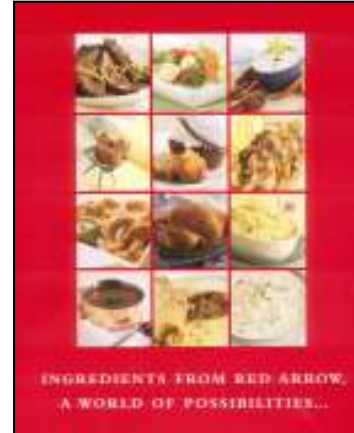
Red Arrow is a producer of natural smoke, grill and roast flavors for the manufacturing industry. They were looking to offer their clients product solutions through better understanding of the versatility of their ingredients in varied food concepts.

Their Need:

Chef Services Group offered Red Arrow product research development solutions and application expertise for them and their clients.

Primary Services Provided:

- Culinary support at national & regional trade shows
- Conducted product presentations to national sales accounts
- Assisted and supported national sales teams with sensory and flavor evaluation
- Provided customized application concepts for complete flavor library
- Provided culinary and operations solutions, supporting the national and international sales initiatives
- Developed menu concepts/applications with flavors to suit the needs of various chain restaurant groups and co-packers
- Solved production issues at the unit and plant level, ensuring product integrity and consistency
- Composed foodservice recipes and food styling and photography



Results:

CSG Developed over 100 recipe/concept application models using red Arrow's flavors, and evaluated the reaction of the flavor in each specific application/recipe. Chef Services set the standard for the culinary team at Red Arrow today, and most of their recipes are still being utilized by the company.



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