

# MEAGHAN BARON

*Certified Research Chef (CRC®)*

## PROFILE

As a Red-Seal Certified Research Chef (CRC®) I support food companies, both small-scale and international, with Culinary Product Research and Development expertise. A Culinary Institute of America trained Food Stylist, I always top my projects with a healthy dose of beautiful food styling. My relentless mission is to provide expertise in all things food.



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## EDUCATION

RESEARCH CHEF CERTIFICATION (CRC®)  
RESEARCH CHEF'S ASSOCIATION 2021

FOOD STYLING CERTIFICATION  
CULINARY INSTITUTE OF AMERICA 2007

CHEF TRAINING CERTIFICATE, HONOURS  
HUMBER COLLEGE 2005

HONOURS B.A. ENGLISH  
QUEEN'S UNIVERSITY 2002

## SERVICES

CULINARY RESEARCH & DEVELOPMENT

RECIPE TESTING & WRITING

DEVELOPING MENU DATABASES

PRODUCT COSTING & SOURCING

PRODUCT TASTINGS AND SENSORIES

FOOD STYLING

## EXPERTISE

PRODUCT DEVELOPMENT  
RESTAURANTS, BEVERAGES, CPG

FOOD PREPARATION AND SERVICE

FLAVOURS AND TRENDS

RESTAURANT PROCEDURES

SHELF LIFE & QUALITY CONTROL

EXCEL, POWERPOINT, GENESIS

## EXPERIENCE

### PRODUCT INNOVATION LEAD - JUNE 2023- PRESENT

- Lead competitor analysis, research food and innovation trends and host quarterly innovation sessions.
- Product development of new products and line extensions from initial concept to commercialization, including product briefs, developing QAPs, attending plant trials for production of new ingredients and formulas.
- Act as a liaison with vendors to provide sampling, product costing and sourcing.
- Prepare and execute product showings and samplings to gain feedback and alignment.
- Supply chain sourcing, management relations, SKU vetting.
- Collaborate with Regulatory and compliance for label approvals, shelf life testing and quality control.
- Drafting of technical data sheets.
- Collaborate with marketing on sales and product launch strategy including consumer testing.



## INNOVATION AND DEVELOPMENT LEAD- OCT 2022-JUNE 2023

- Lead food product development including recipe writing, F & P costing (from concept to commercialization), shelf life and best handling practices for retail baked good products.
- Lead manufacturer sourcing, production coordination, recipe and ingredient alignments for product commercialization.
- Lead brand marketing, brand development and social media strategies including website content development and creation of brand and product playbooks.
- Lead food research including market research, competitive analysis and product tear-downs.
- Manage nutritional database software (Genesis), food labelling and retail bar code creation.
- Lead all food styling, photography and coordination for internal projects, website and social media.
- Retail and sales management including in-store and online sales and maintaining relationships with core retail customers.



## PRODUCT INNOVATION LEAD- OCT 2020 TO JUNE 2022

- Lead menu innovation and new product development for the CPG (Consumer Packaged Goods) Division from concept to commercialization. Assist restaurant recipe development focusing on innovation.
- Lead manufacturer sourcing, production coordination, recipe and ingredient alignments.
- Lead ingredient sourcing and development of product price pack architecture.
- Research market insights and trends, complete competitor analysis.
- Manage shelf life testing including taste testing, quality level checks and understanding lab test results in collaboration with Freshii QA.
- Manage nutritional software systems and Nutritional Database Management (Genesis).
- Food styling for internal projects, photoshoot organization and coordination.



## RESEARCH AND DEVELOPMENT SPECIALIST 2011-2018

- Create new and enhanced products and line extensions for all 3 restaurant brands (Taco Bell, Pizza Hut, KFC) based on consumer and industry trends.
- Create recipes, F&Ps and restaurant procedures for menu items.
- liaise with vendors to research, cost and approve new ingredients, in coordination with Supply Chain.
- Perform validation and quality assurance procedures including shelf life testing, attend plant trials in coordination with Quality Assurance for frozen and extended shelf life products.
- Maintain international recipe and nutritional database (Genesis).
- Conduct planned consumer trials and sensories within Test Kitchen, as well as on site, and create reports on findings.
- Complete competitive reviews and monitor industry trends through ongoing restaurant visits and product tear-downs.
- Food Styling product for television, print and social media.



## FOOD CONSULTANT - 2018 TO PRESENT

- Freelance Consultant specialising in culinary research and development for corporate and editorial clients.
- Develop recipes, specifications and restaurant procedures for menu items; complete shelf life and product validations; prepare and execute product showings for corporate clients.
- Develop recipes including research, testing and writing for home-cook based clients.
- Food Style for clients both corporate and editorial.



## MEDIA RECIPE DEVELOPER 2004-2011

- Recipe Testing and development in the Chatelaine & Canadian Living Test Kitchens,
- Edit recipes and food content, write food based articles.
- Contribute to brainstorming for seasonal and on-trend food concepts.

Chatelaine

Canadian Living

## TV PRODUCTION CHEF 2008-2009

- Development, testing and food styling for The Surreal Gourmet and Crash my Kitchen Television Productions.



## CULINARY APPRENTICESHIP 2003-2004

OPUS RESTAURANT,  
TORONTO ON

## MEMBERSHIPS AND CERTIFICATIONS

- Research Chef Certification, CRC® Research Chefs Association (2021)
- Member of Research Chefs Association Canada
- Red Seal Chef Certification, Ministry of Education and Training (2010)
- Certified Food Handler, Ontario Ministry of Health (2023)
- Member of Women's Foodservice Forum
- Member of Canadian Women in Food

