

## **Sharpen! A Culinary Business Workshop to Give You the Edge**

Interested in taking your culinary business to the next level? Chef Deb Cantrell's "Sharpen!" culinary business workshop is designed for food entrepreneurs to hone their business and give it the edge it needs for 2019. This is a unique opportunity to work one-on-one with Chef Deb, a #1 Amazon Bestselling Author, award-winning culinary business owner and serial entrepreneur.

Date: January 10-11, 2019

Location: Fort Worth, TX

Includes: One ticket to the two-day Sharpen workshop (\$495 value)  
\$500 travel stipend

Over the course of two days, Chef Deb and the participants will work on the following business areas:

- \* Re-establish business foundations needed for growth
- \* Refine your business model and offerings
- \* Find practical ways to stand out against your competition so you become the "go-to" company in your area
- \* Fill in any "holes" that are keeping you from getting more clients and revenue

This is a unique opportunity to join 50 other food entrepreneurs from all over the country to work on your business and get ready for a successful 2019 and beyond!

### **SCHOLARSHIP HIGHLIGHTS:**

- Have two full days to step outside of the kitchen and work ON your business rather than IN it.
- Get one-on-one guidance from Chef Deb that you otherwise wouldn't receive unless you were part of her coaching programs.
- Join a community of 50 other successful food entrepreneurs and learn from each other .
- Walk away with a clear vision for 2019.

- Refine several aspects of your business and put a practical plan in place to get more clients and revenue.
- Enjoy the amazing food scene that Fort Worth has to offer

Eligibility: Active WCR member. Must have owned a culinary business for at least one year, has annual gross sales of at least \$50,000, already have a client base and a website. This workshop is designed for all food entrepreneurs including those who own a restaurant, personal chef business, catering company, artisan food retailer, etc. This is not for someone just starting out and has no idea how to get their first customer.

Scholarship recipient will be asked to fill out a formal application giving the host more information about their business. As long as they meet the qualifications to receive the scholarship, they will be accepted into this exclusive workshop!

### About Chef Deb

Deb's story began while as a licensed physical therapist. She noticed a trend that people were not healing as they should from their ailments. During that time, she read an article about becoming a personal chef while raising her infant son. When he was four years old, he received medical diagnoses that categorized him as high functioning autistic with severe ADHD among other things. After extensive research on the autism spectrum and the effects of gluten in children, she changed his diet while starting a culinary business. Realizing what a positive effect it was having on him, she was attracting other people who wanted to heal themselves through food. One client turned into five, then turned into a restaurant, then turned into five businesses. Her son wound up as a starter on the football team, a member of the honor guard, had numerous friends, and was a straight A student. Only one thing changed, and it was food. Deb knew there were other families out there and she wanted to help. Thus, SAVOR was born. The next chapter has her mentoring and coaching other chefs who have a bigger vision for their business and reputation and need help getting there.

Website:

[www.chefdeb.com](http://www.chefdeb.com)