



murray bancroft CONSULTING

Why choose Murray Bancroft Consulting?

Bringing people in the door is top priority for restaurants in 2009.

How will you bring in new guests, increase existing customer usage and differentiate yourself?

If you are like most restaurants you are probably considering one of these tactics for the upcoming year:

- Price reductions
- Combination deals
- New product introductions

Before you launch a campaign here are some things to consider: Many tactical, ad-hoc promotions increase short term traffic but end up costing companies more in the long run through decreased future usage, lower margins and eroded brand equity.

Murray Bancroft Consulting brings clearly defined menu strategy and executional expertise that will create both long-term growth and immediate sales.

In an increasingly competitive food service industry, setting your company apart and keeping the customers coming means bringing in outside help to counterbalance institutional inertia and to renew energy and excitement among your team.

Murray Bancroft Consulting is not your typical restaurant consultancy. We are a boutique shop that would relish the opportunity to build a relationship with your brand. We believe in going above and beyond for our clients and are sensitive to staying in the background and assisting only where needed.

BIO

Murray Bancroft is a food stylist and chef who works with a roster of international culinary clients spreading his gospel of seasonal, healthy food. Whole Foods, Kellogg's, Garden of Eatin' International, McDonalds Europe, Cactus Club Cafes, Uva wine bar and Cibo trattoria are just a few of the companies who have benefited from his progressive and youthful approach to cooking. Bancroft apprenticed at Vancouver's renowned classical French restaurant, Le Crocodile, and with the late Jean-Claude Ramond (The Smoking Dog), one of the city's foremost culinary figures. After traveling and studying abroad, including two years in the South of France, the beauty and bounty of the Pacific Northwest lured Murray back to his native Vancouver where he continues to consult with top food companies and restaurant chains throughout North America and Europe. In addition to styling toothsome feasts for magazines such as Western Living and Condé Nast (he also has a degree in art history), Bancroft's product development projects have garnered international awards for innovation. As one of the founding members of B.C.'s Chefs' Table in 2004, Bancroft has always supported the use of local ingredients.

SERVICES

Recipe Development

Bancroft's original recipe development has led to some of the most coveted (and copied) restaurant dishes in the Vancouver market. Although he knows when to stay in the background and let the chef take the spotlight, Bancroft's fresh and healthy approach and keen ability for trend forecasting, food cost

management and ingredient sourcing, set him apart. If you are looking for the next hot dish that everyone will be copying, chances are Bancroft's got it under his hat.

Product Development and R&D

Bancroft's groundbreaking work with Garden Protein International has furnished many international contacts with flavourists, food scientists, commissaries, buyers, and international corporations such as Whole foods, Nestle and Kraft. He is the winner of the 2007 Sial D'Or award for new product innovation and has been a member of the Research Chef's Association (Atlanta) since 2003.

Restaurant Concept Development

Bancroft travels and dines extensively, keeping up-to-date on the latest international culinary and restaurant trends. More important, he is able to distill the information in to a workable concept taking careful consideration of the target market, scalability and profitability factors.

For example, Bancroft is responsible for introducing Vancouver's first enomatic wine system in a restaurant (Uva Wine Bar). From chefs to menus to plateware, Bancroft can source all the components of a successful launch or restaurant redesign.

Food Styling

As Western Canada's premier food stylist, Bancroft has styled progressive food photography for clients such as SunRype, Earls, President's Choice and Vancouver Magazine and Western Living. Working in-studio with top food photographers, Bancroft has developed a reputation and relationships that have produced award winning spreads and ad campaigns.

To view food styling portfolio, please visit his agency Judy Inc. at

<http://www.judyinc.com/murraybancroft/book1.html>

Private Tastings and Events

Murray is the owner of Studio K, a modern, two-level loft in the Olympic Village with presentation kitchen and dining facilities which can be used for private cocktail events for up to 30 or sit-down dinners for 10. Bancroft has also consulted on the design aesthetic and menus for fashion client events for Tara Parker Tait Public Relations.

Media Appearances

As the former host of City TV's Barely Cooking and having done countless live TV and radio interviews, Bancroft is comfortable representing your company on set and doing live cooking segments, or demonstrations at food expos and tradeshow.



All images provided by Cibo Trattoria/Uva Winebar

CLIENT LIST

Food Service Clients

McDonalds Europe, Kanke Group, Goldfish Pacific Kitchen, Uva Wine Bar, Cibo Trattoria, SLG Hospitality Management INC, Earls, Dutch Pannekoek House, The Pantry, Wrap Zone, Cactus Club Cafes.

Consulted above client list in areas of Concept, Branding & Identity, Recipe/Menu Development, Staff Training & Training Manuals, Food Safety & Haccp, Beverage, Industry Trends, Food Styling.

Food Manufacturing and Retail

Sunrise Soya Foods, Garden Protein International, Le Commensal, Whole Foods, Loblaws, Kellogg's, Mysala Foods, Twin Berry Farms, Costco.

Consulted above client list in areas of Product Development & R&D, Sales & Marketing, Industry Trends & Innovation, Processing



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CASE STUDIES

Cactus Club Cafes Vancouver (July 2000-August 2001)

Executive Chef, Product Development

Hired on a contract basis to launch a test kitchen and develop menu to meet the needs of a fast-growing, highly successful restaurant chain. Responsibilities spanned from invention to execution of menu, including devising and testing new recipes, researching and securing suppliers, calculating food costs and profit margins, training chefs and managers, and forecasting food trends. Developed dishes such as Edamame with Sea Salt and Spicy Chicken that are still on the menu (and are still top performers) 8 years later.

Goldfish Pacific Kitchen, Kanke Restaurant Group Vancouver (January-June 2007)

Culinary Consultant

For one of Vancouver's most exciting restaurant launches of 2007, Bancroft consulted on the concept, developed dishes, sourced serving ware, trained kitchen staff and hosted private media previews, all while staying in the background and letting the restaurant staff take ownership of the final product.

Moda Hotel's Uva Wine Bar and Cibo Trattoria Vancouver (Oct 2007-September 2008)

Consultant and Creative Director

Bancroft developed the concepts for this wine bar and modern Italian restaurant, both of which have received much critical acclaim. In addition to developing all the dishes on the wine bar menu, his involvement spanned from recruiting a head chef from London England's River Café to sourcing a highly effective general manager and public relations representative.