



JCR<sub>co</sub>

JENKINS CULINARY RESOURCES

*media kit*



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JENKINS CULINARY RESOURCES

## PRODUCTION SERVICES

**Research & Development:** The innovative process to start, support, and elevate your brand.

- Evaluation of Existing Recipes & Visual Content
- Development of a Content Library for Brand Assets
- Social Media Calendars (images/brand identity/hashtags)
- Recipe Development
- Nutritional Analysis

**Food and Beverage Photography:** The capturing of your brand story through visual assets with the end user and placement as the top priority.

- Social
- Website
- Packaging
- Editorial
- FSI
- Marketing Materials

**Videography & More** Your brand in motion.

- Video Shorts
- How-to Cook/ Cooking Techniques/ Recipes
- GIFs
- Swipes
- Lifestyle

## BRANDS WITHIN OUR PORTFOLIO





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## WHY JCR

### Experience Matters.

- JCR works with YOUR brand team to bring together the best of the best in creating the story of your brand, through R & D, photography, and videography. Experienced Teamwork = Time + Money Saved!
- JCR's diverse hospitality portfolio consists of work completed for F & B brands, restaurants, marketing agencies, PR agencies, and publications. Visit our Gallery [here](#).

### Talent Matters.

- JCR's photographers and videographers have truly artistic perspectives. They zero in on the essence of the brand story to accurately bring it to life. They effortlessly capture your shot whether it's the perfect cheese melt, a splash of milk, the perfect drip of syrup, or a just-about-to-melt scoop of ice cream on a warm brownie.
- JCR's stylists can style anything from apples to zucchini, and everything in between! Our stylists use their vast years of know-how--, no fake food here!
- JCR's art directors approach each project with a passion for bringing the client's vision to life.

### Details Matters.

- JCR utilizes state-of-the-art equipment. Why does that matter? The best equipment produces digital images and videos of superior quality with resolution that looks stunning whether they are viewed on an iPhone or a billboard gracing the New York skyline.
- Our team values communication and we know what questions to ask. Our process and experience help to avoid ambiguity on-set and produce the most cost-efficient outcomes. JCR specialists will discuss image formats, end uses, crops, angles, lighting, props, layouts, color palettes, target audience, and more.

## AFFILIATIONS





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# HELLO FROM,

## THE WOMAN BEHIND THE BRAND

My career began at the Culinary Institute of America (CIA) and shortly thereafter I began to establish myself in several iconic restaurants around New York City. One of my favorites was An American Place, owned by Larry Forgione. After working behind the line, I moved over to catering and worked with Gracious Thyme Catering Company, serving top Fortune 500 Companies. Then married and 3 boys later... I started working in the test kitchen of Unilever developing recipes for brands: Hellmann's, Knorr, Breyers, Ragu, Lipton and more.

Essentially, my titles have changed over the years but "food" has always been a part of my identity. I have brought together an utterly amazing team of highly skilled professionals in establishing my company Jenkins Culinary Resources, a Women-Owned Small Business. We offer clients the resources and a la carte services to successfully elevate their brands, working side by side as they implement their marketing strategies. We've worked with hotel properties, restaurants, large f&b brands - you name it. Anything for food.



## CLIENT TESTIMONIALS

Alyssa knows her stuff! After the initial consultation, she provides a complete turn-key service and surpasses my expectations every time! She has an impeccable eye for detail and is very creative! I love her spirit and can-do attitude! I highly recommend Alyssa! She is the best!

- Vicky States, Global R&D Program Manager at PepsiCo

I have now had the pleasure to work with Alyssa and team twice, with great results. Highly recommend.

— Andy Reichgut, Executive VP & CMO at Garden Lites

I have been working with Alyssa for years. She brings passion and talent to every project. I love working with Alyssa and would recommend her to ANYONE. She provides a high level of organization that makes every project go smoothly and drama free. The ultimate professional!

— Julie A Nolan, Research Chef at Pinnacle Foods

I have had the pleasure of working with Alyssa on multiple internal marketing meetings for my client and she has always done a fantastic job. For each meeting, she has been professional, detail-oriented and has always produced great results for our food/prop styling needs.

— Luke Yost, Business Development at Creative Dimensions





## JCR MEDIA KIT

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*Let's  
Collaborate.*

Don't be shy! Send over an email to  
[alyssa@jenkinsculinaryresources.com](mailto:alyssa@jenkinsculinaryresources.com) or call  
(201) 755-8226.

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**SPRING 2019**

