

UPCOMING WORKSHOP!

In-depth workshop for restaurant and food retail operators who want to earn more money, right away!



**Tuesday, April 13
9:00am – 4:00pm**

Location: Creative Learning Centre, 218 River Street, Toronto, ON

Power Food Merchandising

Learn the secrets of proper food merchandising techniques from restaurant expert Diane Chiasson to increase sales – right away!

**Seating is limited – Book your spot TODAY!! \$499/person + GST
Lunch • Refreshments • Free parking • Comprehensive handouts**

In this innovative and highly interactive workshop, you will learn from the best **Certified Merchandising Expert** in North America. Diane Chiasson, FCSI, President of Chiasson Consultants Inc., will teach you the art of powerful food merchandising in an intimate and comfortable setting, right in her own professional kitchen facility. You will learn to apply practical, cost-effective, and easy-to-implement merchandising techniques on a small budget, as well as her secrets on the psychology of customer buying habits. **This workshop is jam-packed with ideas, strategies, tips and business-building tools to start earning more money, right away!**

With over 25 years of hands-on experience in the restaurant, foodservice and retail industries, **restaurant expert** Diane Chiasson is regarded as the pioneer of restaurant food merchandising. As a renowned international restaurant and retail consultant, author and speaker, she has worked with North America's leading restaurants, supermarkets, hotels, hospitals, universities, casinos, F&B suppliers and manufacturers, and other foodservice operations, from single-store operators to major national chains, to increase sales with her innovative merchandising techniques.

You will learn to...

- ✓ Analyze your store layout and improve traffic flow
- ✓ Maximize selling opportunities
- ✓ Design unique and eye-catching food displays to boost impulse sales
- ✓ Position products to increase take-out sales
- ✓ Develop potential retail areas on a small budget
- ✓ Use signage, point-of-sales materials and lighting effectively to increase visibility
- ✓ Use your creativity to stimulate excitement for customers
- ✓ Apply unique ideas, strategies and cutting-edge concepts for greater success
- ✓ Merchandise and cross-merchandise to double your sales immediately

**Add the
WOW Factor
in your store!**

By applying Diane's innovative approach to food merchandising, you will see an increase in average checks AND guest satisfaction. Give your customers an "experience" they won't forget!

Chiasson Consultants Inc. - Creative Learning Centre

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