

Media Kit

Company history and time line

Charlie Baggs, Inc. was started in 1999 at the request of a client. Today Charlie Baggs, Inc. has grown into the food industry's premium consulting practice. Our services include: Product and Flavor Development, Gold Standard Recipes, National Account Presentations, Culinary Training, Nutritional Labels and Food Photography.

Executive and team biographies

Charlie Baggs

(Just) Celebrating his 10th year in business, Charlie is the brainchild and heart behind (the CBI soul) / Charlie Baggs, Inc. He has brought to life his dream and re-lives it each day as he mixes his passion for food with his client's products.

Charlie's love for food began the day his father taught him to make biscuits and gravy as a kid living in Indiana. However, it was not until his college days at Purdue University that he found his true calling, switching his major from engineering to Hotel, Tourism, and Restaurant Management. From that point on he strived to bring his passion, his love, and his hard work to life in the culinary industry. This drive lead him to study at the CIA where he graduated with honors, as well as to many famous kitchens around the U.S. – i.e. Abmria, Spiaggia, Marriot Hotels and Walt Disney to name a few.

Combining his vast knowledge and experience from his 24 years in the business, Charlie has built CBI into what it is today. He has clients from all segments of the food industry and continues to develop long last relationships with each. You will find Charlie putting his love to work whether it's in his innovation center headquarters, at his client's kitchens or training his next protégée/ the next culinary all-star. Charlie's vision and mission is truly "All about the flavor"

Kathy Baggs

Working in partnership with her husband for 10 years, Kathy Baggs is an essential part of Charlie Baggs, Inc. As Vice President, she manages the non-culinary side of the company which includes Marketing, Accounting, Human Resources, and IT.

Kathy worked in the financial industry for many years before starting Charlie Baggs, Inc. with her husband, Chef Charlie Baggs. Her career included positions at SQL Financials, Northern Trust Bank, Continental Bank and the Bank of New England. Kathy has a Bachelors Degree in Finance from Suffolk University. She is a member of the Women's Food Service Forum where she has served on the Conference and the Executive Women's Summit committees. She is currently serving on the Entrepreneur committee. She is also the Co-chair of the Junior Great Books Program for the Parent Teachers Association at her children's school.

Lance Avery

As a Corporate Chef and Business Development Manager, Lance brings a variety of food related work experiences to the CBI team. For the last eight years he has worked in the manufacturing/processing side of the business for Sara Lee, Newly Weds Foods, and Little Lady Foods. As an Executive Chef, he worked with major National Accounts such as McDonald's and Applebee's, large food processors like McCain's, and Business and Industry clients like Compass Group developing new food products from concept to commercialization. An entrepreneur at heart, Lance owned and operated Innovative Foods, LLC a gourmet food company prior working as a corporate chef. Lance also spent several years working in fine dining establishments and catering companies, honing his craft as a chef after going to culinary school at the Art Institute in Denver, Colorado and receiving his B.A. in history at the University of Montana.

Charlie and Lance have known and have worked together occasionally for the last ten years. As neighbors, they share their love for food, Chicago, and the lake. Focused on business development, Lance compliments the ultra creative and best-in-class approach of Charlie and the rest of his team.

Juliet Greene

Corporate Chef Juliet Greene's culinary interest began early in high school working in local restaurants in Connecticut. When she was still in high school, she studied abroad in France, Spain, and Russia. This influenced her decision to first pursue a career in International Banking after graduating from Tulane University. She worked for BANCOMEXT where she worked closely with the Mexican Government and ABN AMRO/La Salle Bank. Her travels and education taught Juliet to speak 5 different languages, English, Spanish, French, German, and Portuguese.

After a 5 year career in international banking, she decided to pursue her first passion which was always food, enrolling at Kendall College in Chicago. She held multiple positions, including jobs as a Pastry Chef, Chef Instructor, and Chef/Owner of a private catering company. Juliet was also the Culinary Program Director at Sur La Table. This position allowed her to work with several of the country's most famous chefs, including Jacques Pépin, Alton Brown, and Sara Moulton. Her passion for cooking coupled with a desire to teach has landed Juliet in several different chef instructor positions including Macy's Culinary Studios, Williams-Sonoma, as well as teaching at one of her alma maters, Kendall College. She co-founded Kiddy Cuisine, designed to teach kids and their parents to enjoy cooking with their families. Each year, Juliet goes to the Aspen Food and Wine Festival, not just to enjoy the festival, but for a chance to work with the guest chefs that participate. This opportunity has allowed her to work alongside such chefs as Mario Batali, Ferran Adria, and Emeril Lagasse. Juliet has been part of the Charlie Baggs team for over 5 years, 4 in Chicago and now in Denver.

Adam Moore

Adam Moore, Corporate Chef, was born and raised in Lafayette, Indiana. Growing up, Adam worked in many different restaurants and quickly developed a passion for food and hospitality. Years later, noticing that his hometown had one of the best colleges in the world, he decided to attend the Hospitality program at Purdue University. While attending Purdue, Adam became the Chef and Co-

Owner of a Cajun and Creole themed restaurant. There he learned the financial, logistical and operational side of running his own restaurant. Unfortunately, upon graduation from Purdue and after 4 years of business, Adam and his business partner were forced to close the restaurant.

So with his hard work ethic and knowledge, Adam moved to Chicago and became the General Manager of Dunlay's on Clark and D.O.C. Wine Bar. There, Adam was able to hone his managerial and financial skills, working with a staff of over 30 people and yearly revenue over \$2.5M. Even with the economic fallout of 2008/2009, Adam was able to maintain a positive revenue growth for the restaurant within this period, when most of the industry was facing negative growth. During this time, Adam met a lot of great people within the industry and fell in love with the Chicago food scene. However, after working in the restaurant for a little over 3 years, Adam decided to move into the research and development sector of the food and beverage industry. From small mom and pop restaurants to corporate chains, Adam brings over more than 10 years of operational restaurant experience and is excited to bring this experience to the Charlie Baggs team.

In his free time he likes to play outdoor sports, video games and play cards. He also has a passion for home-brewing craft beer.

Kathryn Nicholas

Kathryn Nicholas, Research Chef and Intern, joins Charlie Baggs, Inc. from Kendall College where she is pursuing an Applied Associates in Science, Culinary Arts; Accelerated Program. Katie holds a B.A. in Art History with a Certificate in European Studies from University of Wisconsin located in Madison, WI. Her love of art, travel, and culture naturally led her to the food industry, combined with love for her grandmother's home-cooked meals that she helped out with at every holiday get-together. After Katie lived in Florence, Italy for five months as a study abroad student, traveling throughout Europe and tasting a variety of different European meals, she became a foodie at heart.

Katie enjoys photography (especially while traveling), playing and watching her favorite sports teams, the Wisconsin Badgers and the Green Bay Packers. She loves to cook for her family and friends as well as exploring new restaurants in various cities. Katie also has an obsession with ice cream and likes to make different homemade flavors at least once a week.

Nina Faustmann

Research Chef and Intern, Nina Faustmann joins Charlie Baggs, Inc. from Kendall College where she is pursuing an Applied Associates in Science, Culinary Arts Accelerated Program. She holds a Bachelor of Science, Family and Consumer Sciences, Dietetics major from Western Illinois University. Nina's interest in Nutrition motivated her to explore the world of product development.

Nina enjoys working out, making home cooked meals with her mother, loves getting cozy on the couch, watching a good movie or two, and spending weekends boating in Lake Geneva, WI.

Both of her parents are from Poland and immigrated to Chicago in their teens. English was her second language even though she was born in Evanston, IL. Some of her favorite Polish foods are golapky (stuffed cabbage), mushroom and sauerkraut pierogies, and borscht (beet soup).

Investor profiles

Charlie Baggs, Inc. has been completely self-financed from its inception 10 years ago. However, we are always open to creative ways to grow our business. If you have an idea or business strategy that you would like for us to consider please feel free to contact Charlie Baggs at (773) 255-8244.

Biographies of advisors

Barry Moltz has worked with Charlie Baggs, Inc. almost since its inception. Barry has founded and run small businesses with a great deal of success and failure for more than 15 years. To learn more about Barry Moltz visit <http://barrymoltz.com/about-barry/biography>

Charlie Baggs, Inc. in Print

Chef Charlie Baggs and his team have authored several articles for various trade publications including:

Culinology Currents, Virgo Publishing, Editor/Associate Publisher, Douglas J. Peckenbaugh, (480) 990-1101 ext 1242

Food Product Design, Virgo Publishing, Editor in Chief, (480) 990-1101 ext 1241

Food Technology, Bob Swientek, Director of Publications/Editor in Chief, bswientek@ift.org

Plate, Bill McDowell, Editorial Director, (312) 274-2201

Prepared Foods, BNPMedia, Michael Leonard, Publisher, (630) 694-4024

Stagnito's

World of Food Ingredients, CNS Media, BV, Netherlands, Robin Weyers, Editor

Links

Innovation Center Sponsors

- [Bottega del vino](#)

Food Photography

- [Albert Photographic](#)

Associations

- [American Institute of Baking](#)
- [American Culinary Federation](#)
- [American Dairy Products Institute](#)
- [Institute of Food Technologists](#)
- [International Foodservice Manufacturers Associations](#)
- [National Restaurant Association](#)
- [Organic Trade Association](#)
- [Research Chefs Association](#)
- [The National Food Processors Association](#)
- [Women's Foodservice Forum](#)

Education

- [The Culinary Institute of America](#)
- [Kendall College](#)
- [Purdue University](#)
- [Sullivan University](#)

Government

- [Agricultural Market News](#)
- [Dairy Market News Reports](#)
- [The Food and Drug Association](#)
- [Minnesota Department of Agriculture](#)

Professional

- [International Certification Services](#)
- [Barry Moltz](#)

Client Testimonials

“Charlie and his staff at CBI are one of my first go-to sources when I need culinary information in a hurry. Everyone I’ve worked with there is professional, personable and industry-savvy.”

Lynn A. Kuntz

Editor-in-Chief, Food Product Design magazine

“Working with CBI was truly a collaborative experience. The entire CBI team was engaged and passionate throughout the entire culinary process.”

Mary Stiles

Sr. Product Manager, Tyson Foods, Inc.

“CBI always has the passion and desire to make our event the best- and our guests notice!”

Barry Moltz

“Charlie Baggs has always been eager to assist IFMA with its professional training programs. His presentations are well prepared, creative, and relevant to the audience. He’s a passionate supporter of IFMA.”

Michael Licata

President/C.E.O.

IFMA

“Before I built my own Culinary R&D group, I called on Charlie Baggs and his team to provide culinary expertise to develop new trends presentations for our customers and, wow, did I get more than I bargained for. Charlie and his team delivered new and imaginative concepts so focused to the needs of my customers that they really helped establish my products as the solution to many savory flavor needs.”

Bill Cawley

Director of Culinary & Technical Applications

Eatem Foods Company

“Right from the start, Chef Charlie Baggs and Team has impressed us with their professional and efficient manner - an approach that not only inspired confidence, but is generating the results we were looking for. We needed a culinary partner to assist us in creating the *BEST* restaurant concept in Chicago. They have really listened to our concerns; no task is too small as they create new menu items or tweak the existing. Charlie Baggs and Team confirm to us that we’ve partnered with true leaders in the culinary arena.”

Tom Jednorowicz

Meat Head Management

“Charlie Baggs, Inc. is an excellent conceptual and innovative foodservice culinary consulting company. They continually provide our industry with fantastic “out of the box” food concepts. We could not have asked for a better associate.”

Matt Harris
Director of Trade
Washington State Potato Commission

“If there is one thing I have learnedit’s the importance of quality relationships you build in business. These relationships are built from experiences and are based on loyalty. As a consultant, I look for the most talented and loyal business partners and I have found that with Chef Charlie Baggs & Team. Their B.A.S.I.C.S. Training, awareness of food trends, National and International exposure, excellent listening skills combined with patience creates an unparalleled loyalty to their clients.”

Lyn Devorkin
President, STRATEGIX

"Solutions for our operators are at the heart of customer focus. Being able to understand and communicate clearly with "back of house" professionals is essential for success. Having the Charlie Bagg's team working on our behalf has repeatedly helped us identify the critical culinary components needed to meet the customer's needs. There is a huge benefit in having a chef to chef dialogue that expedites the process as well as communicating that customer focus is a real priority."

Tom Coover
Vice President, Foodservice Sales & Marketing
Bunge Oil

Look for Charlie Baggs, Inc. at the following industry events

Upcoming Events

- Women's Foodservice Forum Executive Women's Summit
- Farm Science Review-
- Worlds of Flavor Conference, CIA

Past Events

- Value Cut Summit, Kendall College
- Latin Flavors and American Menu's, The Culinary Institute of America, San Antonio
- Canola Conference at Johnson and Wales Denver
- Flavor, Quality, and the American Menu The Culinary Institute of America St.Helena
- Florida Lodging and Restaurant Show
- Farm Progress Show in Illinois-
- Flavor Conference on San Diego
- ACF National Convention
- NACUF'S National Convention
- Institute of Food Technologists
- NACUFS National Convention
- National Restaurant Association

Journalists seeking current culinary trend expertise:

Chef Charlie Baggs will offer a complimentary one hour executive interview. Contact Chef Charlie at (773) 255-8244.