



CONNECT

CFS BRANDS

Napa Valley

2020

Innovation from Inspiration



THE SHAPE OF FOOD IS CHANGING

Presented by: Corey Siegel, CEC



WHAT DRIVES US TO CREATE?



creative noun

Definition of *creative* (Entry 2 of 2)

1 : one who is creative



WHAT DRIVES US TO CREATE?

QUEST FOR ORIGINALITY AND IDENTITY

THRILL OF THE KNOWLEDGE CHASE

HAVING A GOAL OR A CHALLENGE



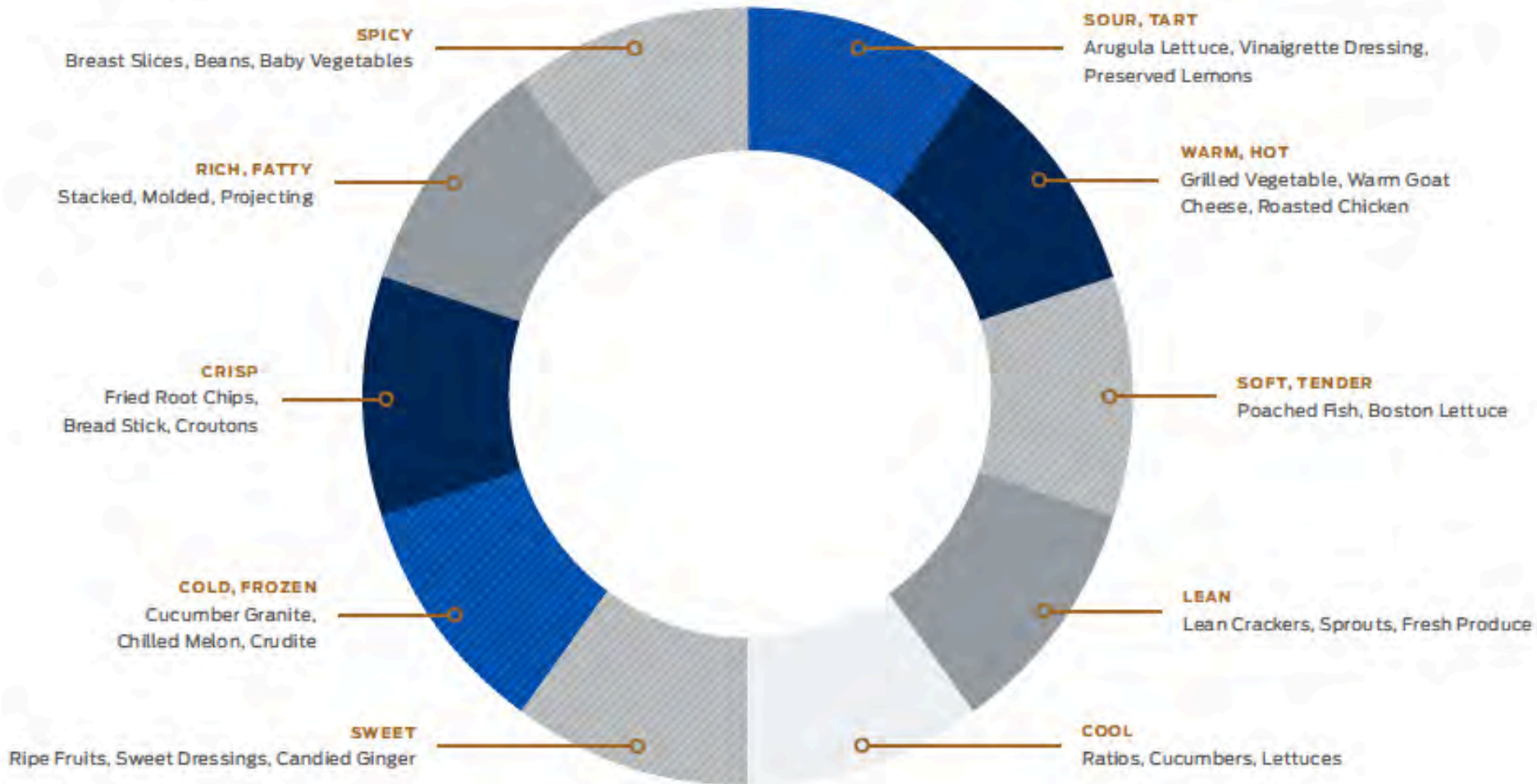
THE CREATIVE PROCESS

PASSION

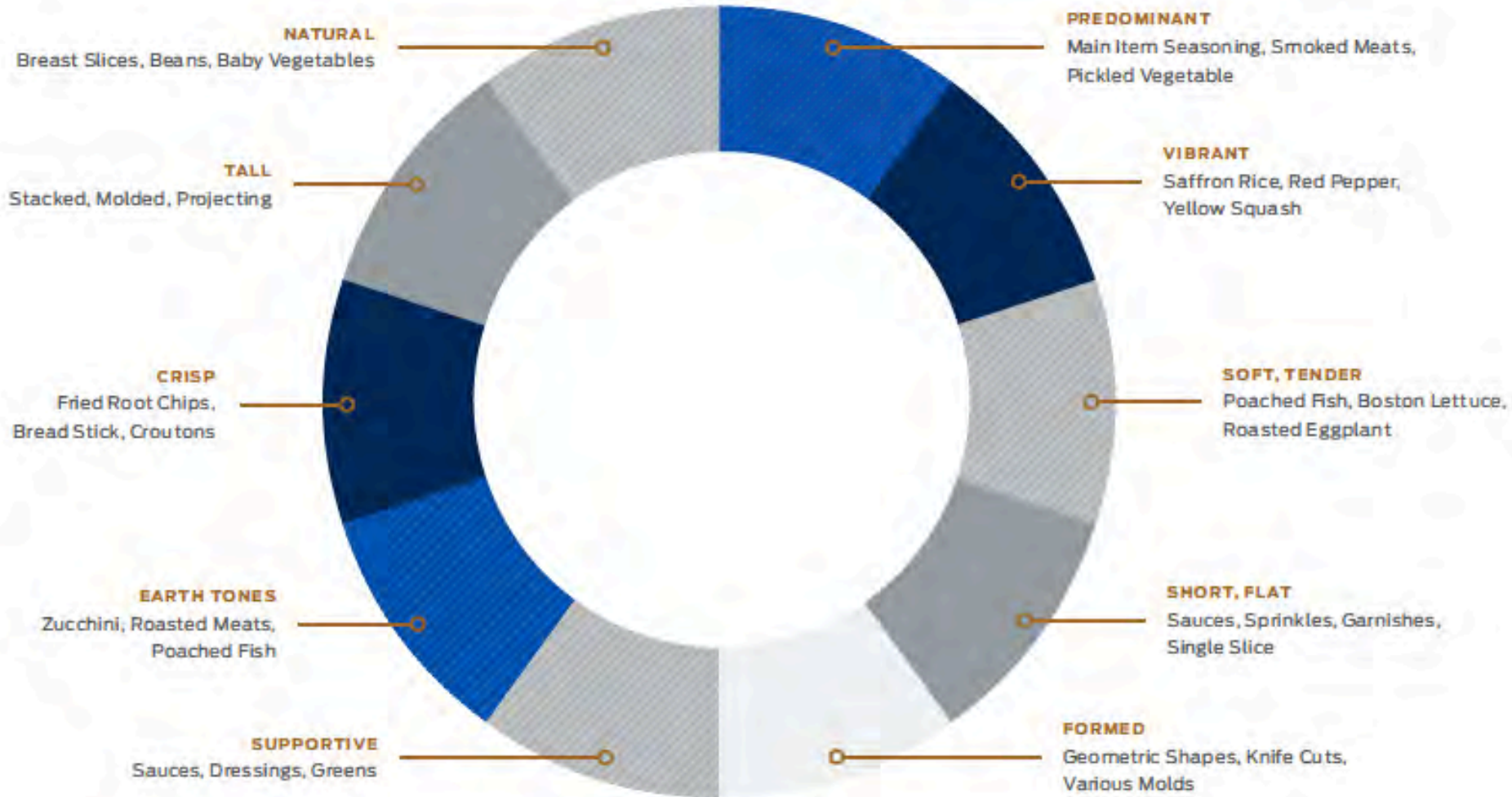
MASTERY OF CRAFT



BALANCING FLAVORS



BALANCING ELEMENTS



THE CREATIVE PROCESS

PASSION

MASTERY OF CRAFT

INSPIRATION

FALL IN LOVE

BREAK THE RULES





THE CREATIVE PROCESS

PASSION

MASTERY OF CRAFT

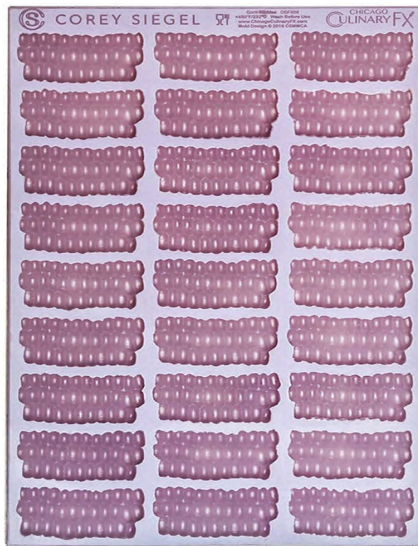
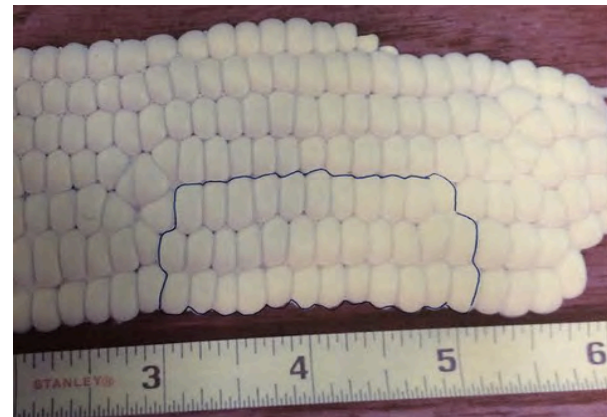
INSPIRATION

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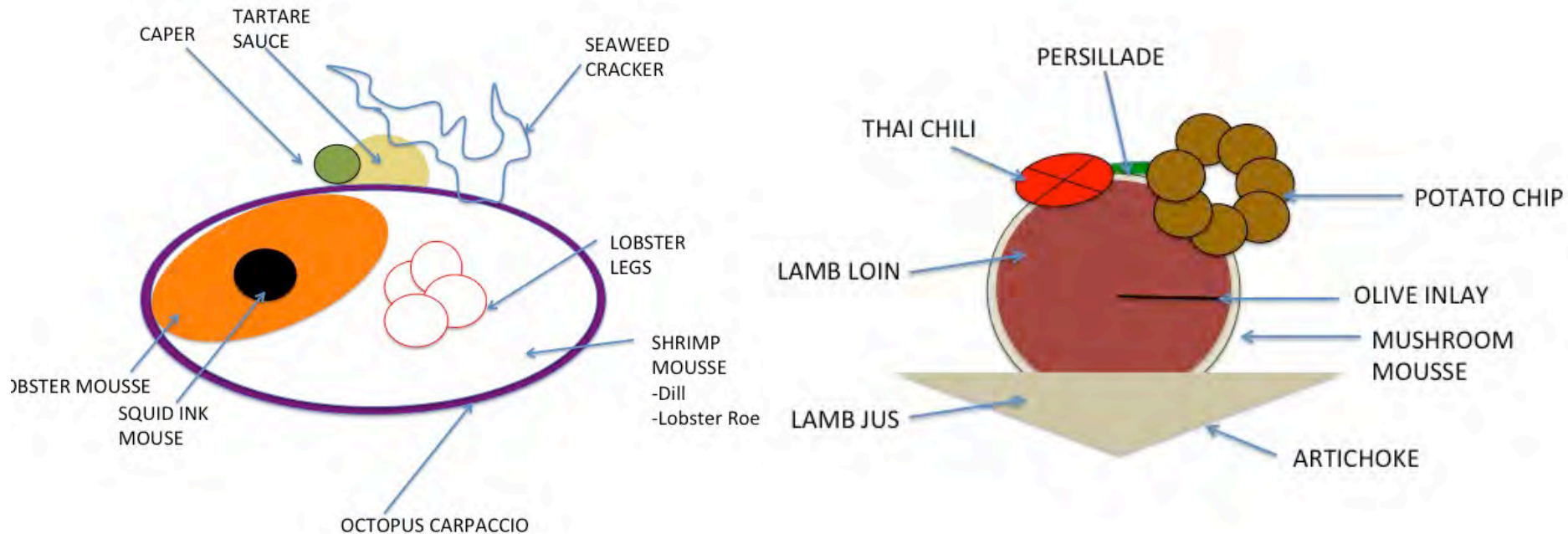
BREAK THE RULES

CREATORS CREATE





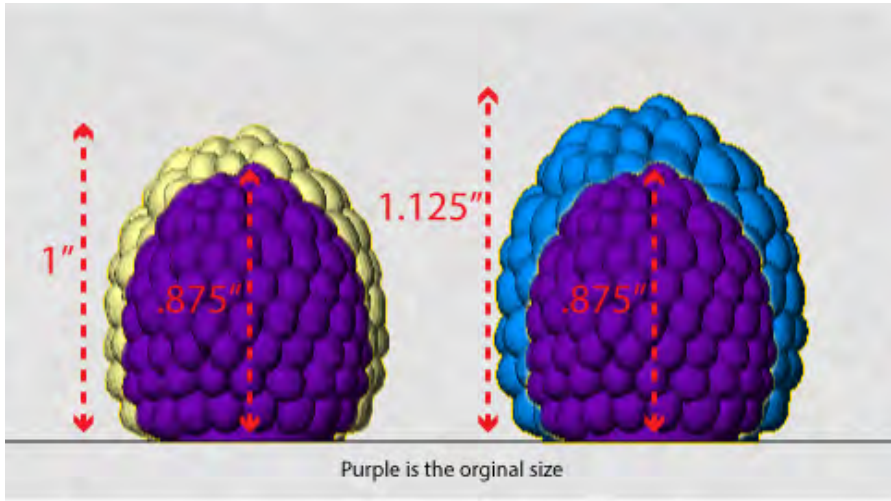
BRINGING AN IDEA TO LIFE



“LEGS OF THE SEA”



FOIE GRAS RASAPBERRY



Model design by the
**CHICAGO
CULINARY FX**
Chicago Culinary FX LLC | 17800 W. 131st St. | Blue Bell, PA 19380 | www.ChicagoCulinaryFX.com



WHAT STOPS US FROM THINKING CREATIVELY?

VULNERABILITY

ACHIEVING PERFECTION

ADAPTATION TO ADVERSITIES





**THANK
YOU!**

Corey Siegel



coreybsiegel