



Company Overview and Capabilities



Kathy Casey Food Studios – Liquid Kitchen



Kathy Casey Food Studios – Liquid Kitchen is a global agency based in Seattle, WA, specializing in delicious creativity: food, beverage, and restaurant/hospitality concept consulting, innovation and development; brand and concept development, QA , concept operational reviews and on-site training; product development and food and beverage photography, as well as spokesperson work and promotions through social media.

We are an agency of all things delicious!

Kathy Casey's years of experience as a business owner, chef, and mixologist, as well as her extensive knowledge and passion for the business enable her to create menus and concepts for every taste. She is often touted as the first “Bar Chef,” bringing the kitchen into the bar.

From new ventures and total restaurant makeovers to enhancement of existing concepts, clients praise her ability to make their vision come alive.

www.liquidkitchen.com www.kathycasey.com



Recognized Trend & Innovation Expert



Kathy Casey

Listed among the Top 10 Most-Influential People of the Past 25 Years

Named as one of the [Top 10 Most-Influential People of the Past 25 Years](#) by Cheers Magazine for her direct impact on raising the bar in the cocktail culture.

“I am thrilled to be included in such a prestigious line-up of amazing industry leaders and innovators. To be recognized with people that I have admired for many years, such as Dale DeGroff, Tony Abou-Ganim, Audrey Saunders, and Jose Andres, is such a great honor.”

Touted as the original "Bar Chef" by fellow Top 10 “King Cocktail” Dale DeGroff, Kathy has been an early pioneer in the bar-chef movement, bringing the kitchen to the bar, and elevating the cocktail scene worldwide.

10 Most-Influential
People in the Past
25 Years. *Cheers*

**Today's Guest is Looking for Bold Flavors,
Fresh Ideas, Healthy Options and Classics with a Twist!**



Scope of Services - Food Studios



For the Operator

- Ideation & New Concept Development
- Signature Food & Beverage Development
- Precision Recipes
- Menu Development, Verbiage & Layout
- Customized Programs: *Training, Operations, and Post-Opening Assistance*
- Onsite Operations Evaluation & Detailed Reviews
- Trend Forecasting
- Collaborative Design/Layout: Interior, Kitchen & Bar

Commercial Product Development

- Product Development/Formulization
- Line Extensions
- Quality Assurance



Food Studios Facility

- 6,000 Sq. Ft. Space
- Commercial Test Kitchen
- Full Restaurant Training Facility
- Full Training Bar Facility

For the Supplier

- Consumer-Focused Recipe Development
- Foodservice Recipe Development
- Sales & Marketing Strategies
- National Account Presentations
- Brand Summits and Sales Team Conferences
- Supplier & Distributor Education & Presentations
- Industry Event Coordination
- Brand Representation at Top Industry Conferences
- Spokesperson & Media Tour Representation
- New Product Assessment & Recommendations

Creative Services

- Collaborative Design/Layout: Interior, Kitchen & Bar
- High Resolution Digital Photography & Studio
- Branding & Graphics
- Website Content



Scope of Services - Liquid Kitchen



For the Operator

- Menu Innovation and Beverage Program Strategy
- Signature Cocktail & Non-Alcoholic Beverage Development
- Menu Verbiage & Layout
- Customized Bar Programs: *Training, Operations, and Post Opening Assistance*
- Cocktails on Tap Systems & Programs
- Onsite Operations Evaluation
- Quality Assurance and Unit Audits
- New Concept Development
- Collaborative Design / Layout: Interior, Kitchen, Bar
- Third Party Agency Services

Product Development

- Trend Forecasting & Innovation
- Product Development / Formulation

Liquid Kitchen Facility

- Full Training Bar Facility
- Commercial Test Kitchen
- 6,000 Sq. Ft Event Space for Industry Demos & Presentations



For the Supplier

- Custom Beverage Development for National Accounts
- National Account Presentations
- Consumer Focused Recipe Development
- Supplier & Distributor Education & Presentations
- Brand Representation at Top Industry Conferences
- Event Coordination
- Spirit Brand & Key Account - Cocktail Safari Tour
- Spokesperson & Media Tour Representation
- Sales & Marketing Strategies
- Brand Launches & Activations
- National Account Sales or Key Customer Brand Summits

Creative Services

- High Resolution Digital Photography & In- House Studio
- Branding & Graphics
- Website Content



Sampling of Clients



National Account Case Study: California Pizza Kitchen



- Beverage menu strategy and planning
- Created multiple featured limited time offer (LTO) and Seasonally Inspired drink platforms for partner clients
- Created top selling non-alcoholic beverages that are now featured items on the core menu
- Food Innovation and development of Main Plate items, such as Fire-Grilled Ribeye with house-made pinot noir sea salt and blue cheese butter, that has been featured in Flavor & The Menu magazine
- Performed innovation for new-Chapter CPK food menu items including salads, small plates and shareables

“Kathy and the Liquid Kitchen team have added tremendous value to California Pizza Kitchen. Whether it's innovation and development of seasonal entrees or beverages, **Liquid Kitchen has been able to step in and become an extension of our team.**

Liquid Kitchen seeks to understand the business opportunities, strategies and guests needs, and then applies their knowledge and learnings on market trend successes; on and off premise. Then they put together a very thoughtful recommendation that fits our strategic direction and plans perfectly. **We would not have gained traction in our beverage program if we did not have the Liquid Kitchen by our side. We attribute many successes to their great innovation and strategy approach!”**

- Ashley Ceraolo, VP of Marketing & Beverage

Luxury Hotel Beverage Program Case Study: Fairmont



VIBE Vista Award 2013

Best Spirits Program - Hotel, Casino, Cruise Lines

In 2006, Fairmont Hotels and Resorts engaged Liquid Kitchen to design a bar program that would create a memorable and unique cocktail experience at Fairmont Hotels. Conceived by Kathy Casey and her team of master mixologists, along with the Fairmont F&B executive team, the Fairmont Artistic Mixology Program (FAME) was born. FAME has been implemented as the standard in all bars throughout Fairmont North America

- FAME = Fairmont Art of Mixology Experience
- Liquid Kitchen: Agency of Record for Fairmont Beverage Program Management
- Created beverage standards and master operational tools
- Created and produced FAME training videos
- North America Property Visits: FAME trainers visit hotels and conduct yearly colleague trainings, menu development and complete a property audit
- Development of Global Bar programs
- Host of Global Mixology Summit



The Intensive Mixology Training program employed in FAME gives bartenders extensive knowledge of spirits, signature, vintage and modern cocktail recipes, original non-alcoholic drinks plus instruction in cocktail history and in-depth precision training.

Marketplace Case Study: Toronto Eaton Centre



TORONTO
EATON CENTRE

HAPPY BOWL MENU SAMPLE

Miso Healthy
fragrant chicken breast, Chinese
broccoli, miso lemon tahini, bean
sprout carrot crunch, herb salad and
green onions

Sake to Me Teriyaki
ginger soy beef, red pepper and baby
bok choy, sake teriyaki, happy
veggie pickle, herb salad

Sesame'rific

roasted 5 spice tofu, red peppers &
sweet corn, low-fat sesame sweet &
sour vinaigrette, bean sprout carrot
crunch

Member Development Team

- Overall Ideation of 12 brands for marketplace concept.
- Design and Branding and F&B development team member.



Happy
Bowl



Yelp Reviewer: "It would be kinda cheesy for me to say that Happy Bowl makes me happy--but I don't care. It makes me ecstatic. The new Natural Market Restaurants at Eaton Centre has made me look forward to lunch once again. The Happy Bowl menu offers six choices: Lime Leaf Chicken, Korean Beef Bowl, Saigon Bowl, Curry Curry, Sesamerific, and my favorite--the Salmon Bowl. How can you go wrong with a big fillet of organic, grilled salmon on a bed of brown rice and topped with vegetables? Now that's what I call guilt-free and healthy! I cannot get enough of this bowl."

National Account Case Study: Islands Restaurants



- Menu innovation and ideation
- Ongoing Food and Beverage R&D
- Cocktail Innovation
- Beverage menu strategy and planning
- Created multiple best selling LTO programs



Theater Bar Conversion Case Study: National Amusements



NATIONAL AMUSEMENTS SHOWCASE Discover a World of Entertainment SUPERLUX

- Super Lux prototype bar program development
- Developed operational tools
- Set up bars
- Intensive staff training
- Mock service
- Opening party
- Pre & post opening support

National Amusements Theater Group Boston, Massachusetts

- Development of new bar program
- Streamlined bar products
- Re-trained staff and key managers



Theater COT Bar Conversions

- Created Cocktail on Tap Program and training for first theater walk up bar – now at 6 locations
- Pre-Batching and Cocktails on Tap Program on task to roll out to future brand conversion locations

THRILLIST www.Thrillist.com

[This Movie Theater Just Became Your New Go-To Bar](#)

Relax before the show with a martini, an Old Fashioned, or this handsome Manhattan. And now, the fun really begins.”

BostInno

[The Showcase SuperLux in Chestnut Hill Will Serve You Cocktails With Your Popcorn](#)

But let's get to the good stuff. Each SuperLux seat comes with an iPad equipped with the full cocktail menu, so you can get your buzz on before you even hit the bar post-movie.



Food Service / Retail Brand Case Study: Sunkist



- Brand Representation at Top Industry Conferences and Tradeshows
- Operational and Logistics Assistance
- Off site and On site Event Coordination
- Spokesperson & Media Tour Representation
- Brand Launches & Activations
- Recipe Development and Photography



Recipe Development Case Study: Alaska Seafood Marketing



- Developed Raise the Bar Wild Alaska Seafood & Cocktail Pairings
- Develop Consumer and Food Service Recipes
- Judging Agency for Swap Meet Recipe Contest
- Developed Poke Platform and Recipes – Receiving Mass Media



Food Service Brand Summit Case Study: Barilla



“Kathy Casey, and her team in Seattle, have done an incredible job with hosting Barilla’s custom culinary event for the past two years. They go out of their way to make everyone feel welcome.

The sessions they presented were right on trend with the foodservice industry, and they have such great relationships with the local community, we were able to share with our customers, some of the most innovative and relevant chefs in Seattle.

“I’ve never met a more passionate group than the folks at Kathy Casey Food Studio!”

- Holly Henman, National Account Manager - Barilla America



- Developed Summit Agenda and Presentations
- This invite-only retreat immersed R&D chefs into the most current trends in casual dining
- Featuring hands-on cooking, guest trend lecturers, and off site adventures

Product Development Case Study: Odyssey Seafood



*Treasures
from the sea*
by Odyssey



- New Product Ideation
- Line Extension Product Development
- Gold Standard Recipe Formulation
- Current Product Analysis and Profile Refinement
- Packaging Instructions
- Marketing Materials Consultation

Event Management



- Hospitality Event Representation
- Tradeshow Coordination and Development
- Corporate Innovation Sessions
- Food & Beverage Safaris
- National Account & Sales Summits



Honey Board Mixology Summit



Barilla Chef Summit



Sun Orchard National Sales Team Immersion



Presenter at Key Industry Conferences



Advisory Board Member:
Hospitality Executive Exchange
Flavor Experience Conference
Flavor Magazine

Awards and Recognition



10 Most-Influential
People in the Past
25 Years. *Cheers*

Nightclub&Bar

**Kathy Casey, America's
Original Bar Chef**

By: Robert Plotkin

There was a time in this country when the only savory ingredients stocked behind most bars were celery, olives, Bloody Mary mix and a small jar of cocktail onions. Then with the resurgence of the cocktail came a wave of trendy specialty Martinis, cloying drinks best characterized as desserts in a glass. We'd possibly still be stuck in that trend were it not for the groundbreaking efforts of culinary superstar Kathy Casey, America's first bar chef extraordinaire.

VIBE Vista Award 2016

Best Non Alcoholic Program - California Pizza Kitchen

Marriott 2015 Partner Award

Bacardi for Innovation Excellence

Liquid Kitchen/Bacardi Cocktails on Tap Program - Catering And Banquets Solutions

Savoir There World Food Awards 2013

Favorite Cocktail – Makati Luxury Sling

The Fairmont Makati Raffles Hotel, Manila, The Philippines

VIBE Vista Award 2013

Best Spirits Program – Hotel, Casino, and Cruise Lines
Fairmont Hotels & Resorts

Food & Wine – Top 10 New American Chefs

Seattle Mayor's Small Business Award Winner

Governor's Award - Northwest The Beautiful Cookbook

James Beard Nominee

Julia Child Award Winner

Active Social Media Presence



Kathy Casey and her Brands are active in Social Media: from her Facebook pages with 20,000 international tastemaker and influencer friends to her loyal Twitter Following of over 12,000 followers. The Kathy Casey Dishing Newsletter reaches over 28,000 subscribers. Kathy is always cooking or shaking something up in the media!



Kathy Casey Klout Score: 65 - 70



Food Network CA ask the Expert: Celebrity Mixologist



Dishing with Kathy Casey Blog



Twitter - @KathyCaseyChef & @LiquidKitchenTV



Kathy Casey personal as well as Sips & Apps and Liquid Kitchen Facebook Fan Pages

In the Words of Our Clients...



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“I could not be happier with the choice to partner with Kathy Casey and her team for our client’s event. From the initial program development through on the ground activation they were attentive, detail and budget-oriented, and super fun. The facility is beautiful and met our needs 100%. While we initially planned a single event, the success of the first one led us to choose to do it all over again the next year.” - Jaclyn Glatzer, Senior Account Director, Summit Group

“I truly appreciate the hard work on this project. You delivered on all aspects of fun, creative and wow!!!! I appreciate all that you did to make this happen. I look forward to working with you more in the near future.”

-Stefan Langhart, National Accounts Manager Sazerac

“My experiences working with Kathy Casey and the team at the Food Studios have been fantastic. The studio is a trusted business partner for us, offering top quality work and also an understanding of the broader food and beverage landscape that is invaluable. From counseling on trends, recipe development, event management and photography – Kathy and her team deliver impeccable results at a competitive cost.”

– Joan Wickham, Manager, Advertising and Public Relations, Sunkist Growers

“Sun Orchard is proud to have celebrity chef Kathy Casey, as our consulting mixologist and beverage menu strategist. Through her creative development skills, advice, and expertise, Kathy has greatly expanded our innovation resources, and her stellar reputation within the hospitality industry, has helped strengthen many of our relationships with leading restaurant chains and foodservice operators. With our partnership, we provide our customers with inspired menus ideas and product solutions that cater to the latest food and beverage trends, while meeting the demands of their business.”

- Marc Isaacs, President & CEO - Sun Orchard, LLC

“Having had the opportunity to work with Kathy and her team, to see their passion and professionalism, to observe their creativity and to taste the results (somebody has to do it!) has been a revelation to me. From the moment I was in touch with Kathy and her team, through the actual onsite training delivery, to the handover and follow up, I have been impressed at every stage.” -Craig Moffat, Beverage Manager, Fairmont Grand Hotel Kyiv

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Kathy Casey Bio



Kathy Casey, President - Kathy is a celebrity chef, mixologist and pioneer in the bar-chef movement. She was named one of Food & Wine's "hot new American chefs."

She has also been touted as being the original Bar Chef and was named one of the top 10 most influential bar people of the past 25 years by Cheers Magazine.

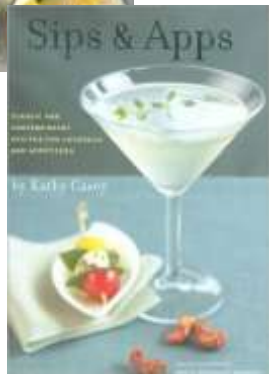
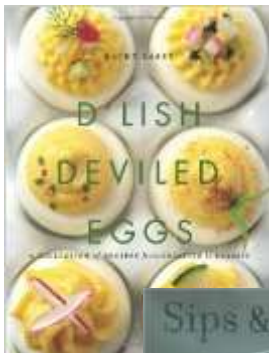
Kathy is the owner of Kathy Casey Food Studios® - Liquid Kitchen®, a global food, beverage, and concept development and innovation agency specializing in all things delicious.

Kathy also owns Dish D'Lish® "Food to Go-Go"® cafes as well as Dish D'Lish branded retail and food-service specialty food products and cocktail mixers. As well as Rel'Lish Burger Lounge™ and the soon to open Lucky Louie Fish Shack™.

A savvy spotter of what's hot in the culinary and cocktail scene, Kathy is a frequent TV and radio guest and speaker on trends.

The Author of 10 cookbooks, Kathy is a Julia Child Award winner and James Beard Award nominee. She has been featured in numerous national publications, including Esquire, USA Today, Fortune, People Magazine, Food Arts, Food & Wine, Gourmet, The San Francisco Chronicle, the New York Times and the Wall Street Journal. She has appeared on such shows as CNN, Good Morning America, Food Network's Unwrapped, the Travel Channel's Cooking Across America, the Larry King Show, Fine Living's Great Cocktails, CBS This Morning and Northern Exposure.

You can often catch her on television as a frequent guest chef, mixologist, and entertaining expert. Her cocktail show [Kathy Casey's Liquid Kitchen®](#) on Small Screen Network mixes her talent behind the bar and experience as a chef into a creative journey through great drinks inspired by the kitchen. Her radio segment Dishing with Kathy Casey airs weekends on KOMO news radio. Her blog [Dishing with Kathy Casey](#) was included in Saveur.com's Sites We Love.



Associate Bios – Food Studios



John Casey, Vice President - John is Kathy's partner in business and life. He's been "in the biz" for over 30 years: from working as a culinary operations instructor to liquor sales, to front of the house management, to wine stewardship under the acclaimed Kevin Zraly at Windows of the World. John now handles the financials for all Kathy Casey companies, but is also known as Kathy's personal "taste-tester"! When asked about what he does in his free time, his response is "What time off?!" Truly a renaissance man—he does it all. John's favorite thing to cook is a "glass of red wine" and always has time for cheese and crackers.



Heather Jones, Account Manager, Food & Beverage - Heather is the jack-of-all-trades for the KCLK team. She wears many hats, but her official title is Account Manager F&B and binds the team together. The prestigious Johnson & Wales University in Providence, R.I. was where she completed her A.S. in Culinary Arts as an advanced standing student, and followed up with her Bachelor of Science in Culinary Arts with a minor in Oenology.

She has worked both nationally and internationally, gaining corporate experience and knowledge with companies such as Hyatt Hotels Corporation (Grand Hyatt Singapore as the Culinary Manager), Marriott International (Sous Chef, Specialty Restaurants – Orlando World Center), and Nordstrom Headquarters as Sous Chef. She is the glue that binds the KCLK Team together and can often be seen running through the studios finalizing proposals, coordinating client showings and conferences, and proofing upcoming presentations and seminars – all while thinking up the next big thing during a food & beverage development session - and that's just a typical Monday! But don't let the heels fool you – Heather trains year round for the next obstacle mud course!



Cameon Orel, Sr. Associate Chef - At a young age, Cameon Orel knew her dream was to be a chef. She attended the Culinary Institute of America in New York and then followed her culinary passions back to the Pacific Northwest. She is involved in the slow food movement, combining her passion for farm-to-table cuisine and commitment to sustainability. With over fifteen years of experience as an executive chef for establishments such as Fullers, The Beach Café, The Fall City Roadhouse and Cheesecake Factory. Cameon specializes in innovation, concept operational reviews and QA as well as menu and product development for clients such as, California Pizza Kitchen and Odyssey Seafood.

Associate Bios – Liquid Kitchen



Layla Linn, Associate Beverage Director - Layla has over 20 years of hands on experience as a beverage professional. She has seen all aspects of the beverage industry, from behind the bar, to Beverage Manager, to distributor and supplier roles.

She prides herself on creating cocktails that really embody the client concept and has traveled extensively across the world learning the history, allure and distilling processes of spirits, with a particular passion for agave.

Her engaging personality makes her an enthusiastic and compelling trainer. She is often found teaching Progressive Mixology Seminars to industry professionals and bar staff around the nation.

Layla has attended the renowned Beverage Alcohol Resource Program (BAR) in 2009 and is B.A.R. certified. She serves on the board for *Arizona Cocktail Week*, *New Mexico Cocktails & Culture*, *Apres Ski Cocktail Classic*, and is an advisor for the *Phoenix Chapter of the USBG & the National Nominating Committee* (United States Bartenders Guild). She serves on the *Arizona Restaurant Association Foodist Awards Nominations Guild*, is a C.R.T. Trained Tequila Expert and a judge for multiple competitions throughout the country, including *Diageo World Class* and *Bombay Sapphire's Most Imaginative Bartender*.



Brian Downing, Associate Mixologist & Educator - With over two decades of experience in the hospitality industry, Brian was bitten by the “bug” at an early age and soon found out that behind the bar is where he belongs.

His down to earth style really connects with people, making complicated concepts easy to understand and apply. He believes the technique and history behind the drink is just as important as the ingredients in the drink.

Brian has designed creative bar programs for national accounts, world class cocktail bars and most recently as lead bartender for Bitter & Twisted Cocktail Parlour. which has been nominated for Top 10 Best American High Volume Cocktail Bar for 2016 to 2018 by Tales of the Cocktail and Best Bars in America by Liquor.com.

Associate Bios – Liquid Kitchen



Jason Anderson, Sous Chef, Beverage Support, Cocktails on Tap Operations - Jason was born in California and raised in kitchens. He fell in love with cooking from a very young age and decided to put a degree behind his passion and attended Le Cordon Bleu in Portland, OR. Armed with a degree in Culinary Arts, he started working as a Sous chef at a large catering company before joining the KCFS team. He brings his talent in the kitchen and creativity to our development projects. Jason also supports client on-site food and beverage program roll outs, and leads Liquid Kitchen's Cocktails on Tap programs. When he is not in the kitchen or bar, he can be found writing music and brewing beer.



Erwin C. Santiago, Account Supervisor – PR Manager - Erwin holds a double B.A. degrees from Seattle University in Journalism, Humanities, and a Psychology minor. He is involved in all aspects of the business and oversees many of the Food Studio and Liquid Kitchen client projects. Erwin's ability to constantly stay-in-the-know, and his skill to keep up with all social media, keep Kathy, our clients, and the business in the forefront.

As one of the only staff members without a formal culinary/beverage background or training, you'd never know it - he shakes up cocktails with the best of them and is a great taste tester! He keeps the crew on track by organizing client projects and moves really heavy objects with ease for the rest of the staff, and will occasionally break into a random dance. Outside of work, Erwin admits to being an avid gym/workout junkie. Erwin is also a skilled and talented dancer...spot him if you can at local "flash mobs".



Angela Prosper, Creative Director & Content Strategy – When not enjoying a good cocktail or baking treats at home, Angela works as the Creative Director & Content Strategy Manager at Kathy Casey Food Studios – Liquid Kitchen. With over 20 years of experience, her mastery of the camera and photography software gives her knack for capturing THE perfect shot. Angela is a longtime volunteer and student of the Photographic Center NW (a non-profit arts center for photography) and has been featured at the Seattle Art Museum as part of guest lecturer John A. Bennette's discussion. Among other things, she loves urban farming, travel, Instagram and has an unhealthy fear of left hand turns.

Associate Bios – Food Studios



Jenn Chung, Food and Beverage Development Associate - Jenn is our resident Canadian from Toronto. With a varied background in the visual arts (York University), education (Wilfrid Laurier University), and culinary arts (Art Institute of Seattle), she brings creativity, organization, and an eye for detail to her work. Jenn supports the team throughout the ideation phases, development process, and client showings. She is an avid traveler constantly in search of culinary knowledge, from trekking across India and Europe to working the demo stages at the Food & Wine Festivals in South Beach and Aspen. You can find her at the studios whipping up new recipes, taste-testing cocktails, and working on all things d'lish.



Kate Perry, Rum Expert – Recognized as a global rum expert, Kate is often found shaking up rum drinks across the globe in Haiti, the Caribbean, Budapest and more. She is a gifted mixologist with a flair for creating inspired drinks with layers of flavor. Kate is an avid competitor in cocktail competitions, competing in *Speed Rack* and the *Ti Punch Cup USA Finals* and has won several awards for her efforts. It is her passion for her craft and her pallet for great tasting cocktails that keeps her at the top of her game.



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www.kathycasey.com

www.liquidkitchen.com

Kathy Casey Food Studios-Liquid kitchen is a certified Women Owned Business with the Women's Business Enterprise National Council (WBENC)



Our Motto is Always To : COOK UP SOME FUN®!