



Media Release

Cooking up a Team

Cheeky Food Group team cooking events provide a welcome alternative to 'high-five' bonding activities and static, sit-down restaurant meals. Anyone appointed to the coordination of conferences and team-building activities will understand that sourcing an activity that is fresh, fun and innovative can be a real challenge. Cheeky Food Group provides a fun and lively option for event organisers, by enticing colleagues to cook, laugh, chat and create a magnificent feast together.

But this Sydney-based company delivers more than just a fun event, they're also strategic, in terms of driving home key company messages. With packages to suit groups from four to four hundred people, Director Leona Watson says, "We tailor the events to ensure they are relevant to each client. For example if they're in sales, we focus on food presentation. If they're research scientists, we focus on attention to detail and use it as a winning element in following recipes. By providing an experience that has relevance to their own work situations, people can absorb more of the key messages briefed to us by the organiser. It's the difference between a standard cooking class and a team-building event."

Cheeky Food Group regularly travels to conference venues across the country. "We love the challenge of setting up in a new environment; whether it's a huge pavilion with barely a tap in it, a beach, the bush or under a marquee. We can come to you, or find the perfect venue," says Leona.

She adds, "More than anything else, we work hard to create a relaxed, party atmosphere with upbeat music and lovely wines. It's an event that people remember for a long time - we often get people calling us about the recipes a year on which is also a great benefit for the client, as people continue to have positive recalls to their event."

Since its inception in 2002, Cheeky Food Group has grown an extraordinary 400% to service a wide range of clients including Optus, PriceWaterhouseCoopers, Pfizer, Toyota, Ernst & Young and Macquarie Bank. "Having worked at Microsoft in the UK and large companies in Sydney, I know the level of professionalism expected by corporations and event managers, and the importance of achieving core objectives; not just throwing a fun party," says Leona.

As a spin-off, the low stress and fun atmosphere has inspired several clients to use Cheeky Food Group as an alternative to the standard Christmas party, celebration dinner and as a bonus for outstanding staff performance. "Corporates are even using for corporate entertainment, as it's far more interactive than the customary, static restaurant experience", says Leona.

The most common feedback is that clients are delighted to find an event where everyone can enthusiastically participate whatever their age, culture, fitness or management level. Throughout the event the usual barriers of a corporate environment fade away.

The underlying goal for Cheeky Food Group is to create a fun atmosphere where people can talk, cook and learn new skills together, absorb key client messages and make genuine connections with their colleagues, free from the constraints of the rigid corporate environment.

For further information about Cheeky Food Group, please call Leona Watson on 0412 190 252, email info@cheekyfoodgroup.com or visit www.cheekyfoodgroup.com

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