



Claire Allen

FOOD BY DESIGN

Find **Claire Allen** online:



Claire Allen is a multi-talented food entertainer and founder of **Cad.inc** and an **online content curator** who has combined a successful career in marketing with a sincere and insatiable love for food and wine, a passion that ignited after she competed in MasterChef South Africa in 2014.

The opportunity paved the way for Claire to become a sought-after celebrity chef on the local food scene. After the show finished, she combined her love for food and entertainment, launching her blog **Food is Love**, and a career as a food entertainer, taking to the stage both locally and abroad. It included headlining at The Good Food & Wine Show (SA's largest culinary event) and a stint as a weekly celebrity chef contributor to South Africa's popular daily entertainment program - the Espresso breakfast show on SABC 3 and Taste of London.



Since 2014, Claire has taken her talents to the stage in the form of live demos at the Good Housekeeping Very Merry Xmas Event, Glad Family Day, Flora Blend Bar, and Decorex. She honed her entertainment skills even further by conceptualising and producing Short Chef Skinny Chef (a live cooking demo show); teaming up with the Mauritian Tourism Department to create a cooking stage at the WTM African exhibition. She has also collaborated with Natures Source, Astral Chicken, Potatoes Sa as well as Bwell Food on their content creation project that included appearing in and producing over 52 videos that feature her talents, as well as those of other Bwell chefs.



Claire isn't new to the limelight, she started helping out in the kitchen at a young age and has been in front of the camera since she was a teen. She presented the then-popular daily youth TV show Craz-E on ETV. The entrepreneurial bug bit her soon after, and she went on to launch a thriving events company, **Signature Productions** in her twenties.



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For over a decade, Claire successfully created, managed, and executed events and private functions for a variety of local and international businesses and celebrities. It included the launch of two internationally renowned whisky brands - Black Bottle Whisky and Bain's Cape Mountain Whisky. During this time, she discovered her affinity for establishing positive brand recognition, which has now become a pivotal part of her offering as a celebrity chef.

Claire spent three months in the UK in 2018, where she hosted Share a Taste of Home, a popup restaurant that inspired adventurous British diners and delighted South African ex-pats with a taste of Mzansi in the form of South African classics like Bunny Chow, oxtail and mash, and Malay-inspired pickled fish. Her goal is to continue to host more worldwide pop-up restaurants to introduce international audiences to the unique flavours of South African cuisine.



Claire plans to continue travelling, learning and extending her abilities to develop her foodie talent. With her ability to think out the box and make things happen, this dynamic, energetic and creative entrepreneur plans to show the world that anything is possible with enough determination.

Claire can provide the following services:

- Public speaking, MC & event hosting
- Brand ambassadorship & activations
- Cooking classes & demonstrations
- Pop-up restaurants & experiences
- Recipe and video production for online use & social media platforms.



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