

Chiasson CONSULTANTS INC.

RESTAURANT • FOODSERVICE
HOSPITALITY • RETAIL



ABOUT CHIASSON CONSULTANTS

For more than 30 years, Diane Chiasson, FCSI, President of Chiasson Consultants, has been working with North America's leading restaurant, foodservice, hospitality and retail owners and operators to deliver innovative concept development, interior design, merchandising programs, and marketing solutions.

Through research, strategy, branding and design, Diane and her team provide customized and creative foodservice and retail merchandising and marketing programs that make you stand out in today's competitive marketplace.

Diane is credited as the "founder of the foodservice merchandising profession" in North America. Through several years of hands-on experience, she developed the theory that a well-designed visual merchandising program brings renewed interest, boosts staff morale, increases impulse purchases and offers a unique experience for customers.



Richard Stockton Travel Plaza, New Jersey, USA
Foodservice and Retail Merchandising Concept

MESSAGE FROM DIANE CHIASSON

"Is your business missing out on unexplored restaurant and/or retail merchandising, design and marketing opportunities? Years of experience have taught me that a new perspective can turn these opportunities into money-making realities. That's where we come in!"



Diane Chiasson, FCSI
President
Chiasson Consultants Inc.

"Merchandising success requires the perfect blend of style and strategy, so we can help you achieve it through quality, creativity and commitment, the foundation of our business. Our services directly affect your bottom line. What does it mean to you? A solid return on your investment!"

**Diane Chiasson, FCSI
President**

OUR SERVICES

We offer unique and personalized services that are thoroughly researched and customized to meet your particular needs, objectives and budget in a relatively short period of time. Diane will personally handle your project to make sure everything is on track until you are completely satisfied. Client satisfaction is one of Diane's top priorities and the commitment of each member of her team.



Eat'n Park Restaurant, Pittsburgh, USA
Interior Design and Merchandising

Are You Missing Out on Restaurant and Retail Opportunities?

We are dedicated trend watchers in the restaurant, foodservice, hospitality and retail industries. We will help you stay ahead of the competition. We quickly identify unexplored restaurant, foodservice, hospitality and retail opportunities. We create profitable retail areas in non-traditional environments such as restaurants and cafeterias.

We evaluate the strengths and weaknesses of your operation to develop a savvy marketing strategy, a well-executed interior design plan and a strong concept development. We offer quick and easy ways to boost sales simply by using cross-merchandising techniques.

We help revamp your image, brand and core business, and help maximize your floor space so that every inch is used to upsell. We make your food areas enticing and compelling while significantly increasing your sales and profits.

Call us today at 416-926-1338, or toll-free at 1-888-926-6655, to find out how we can help your business.

LIST OF SERVICES

- Restaurant and Retail Concept Development
- Restaurant and Retail Interior Design
- Facility and Operation Analysis and Assessment
- Visual Merchandising Programs
- Menu and Recipe Development
- Menu Copywriting and Design
- Home-Meal Solutions Programs
- Food Supply Sourcing
- Brand Identity and Product Development
- Private Label and Packaging
- Point-of-Purchase and Signage Design
- Smallwares, Furniture and Equipment Sourcing
- Lighting Evaluation and Recommendations
- Sales Training and Motivational Programs
- In-House Seminars and Workshops
- Custom-Designed Procedure Manuals
- Marketing and Promotional Services

SOME OF OUR CLIENTS



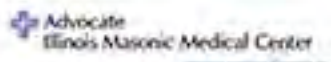
"You have done a fantastic job for us. I believe the merchandising work you did is one of the key foundations to improving the company and differentiating who we are versus our competition."



Rick Martens
President & CFO
Country Style Food Services Inc.,
Toronto

"Diane's merchandising technique is unique. She is easy to work with and understands business, customer trends, and is able to apply her knowledge and resources resulting in a very successful outcome. Sales of adult beverages increased 300% and sandwiches by 50% after merchandising."

Sharon Rice
Senior Director Operations
HMShost, Toronto Pearson International Airport



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