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TORONTO'S LOUISE PRETE FINE FOOD SERVES UP FLAVOUR (AND FUN) PACKED TEAM BUILDING

Toronto, ON — Keeping business teams flexible, creative and engaged is usually top of mind for most of Canada's top employers. For one Fortune 500 company, they turned to Toronto's *Louise Prete Fine Foods* to create an opportunity for active engagement. Owner Michael Malleau in turn focused, first and foremost, on the clients' taste buds via that North American favourite comfort food — the burger.

Charged with creating a team-building event and feeding a group of marketing professionals, *LPFF's* Michael Malleau decided to blur the line between lunch and the main event to create a single, all-encompassing experience. Malleau conceived the **Incredible Burger Moment** to both coincide with Toronto's burger love affair as well as some strategically placed nods to his client by way of acronym.

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Louise Prete Fine Foods has long been providing the corporate community with unique and down-home, gourmet nourishment, while also having held cooking classes as a means for team building. When approached by his clients to provide a similar service, Michael rethought his approach: "This was a group of marketing professionals. Having them cook in groups of 4 and sharing a meal afterwards was not going to cut it". At moments like this, a little competition is always healthy and so, the venue was transformed into a veritable Kitchen Stadium.

The Incredible Burger Moment required teams to "forage" for the ingredients to make their version of the "ultimate burger." Once the creation was ready, it was presented for judging



by well-known food bloggers Stella Yu and Nicholas Wong. A further twist arrived in the form of food trivia questions that, when answered correctly, yielded the team additional points. But Malleau, ever the creative perfectionist, still felt that there was an element missing, and then it dawned on him to require each team to market the wonder of their own recently-named burgers to the judges. “This presented the team with an opportunity to not only get to know each other better, but also to flex their much-needed creative muscles in a fun environment that benefited them and, ultimately, their employer,” explains Malleau. The marketing creative geniuses transformed themselves into culinary dynamos, surprising even the seasoned professional cooks with their barbecued beauties. While raucous laughter ensued throughout the day, and good-natured competitive spirit was rife, the room did get quiet as the fully-engaged teams awaited the winners’ announcement. In true Toronto fashion, the winning Fuzion Sliderz were a culinary mash up of East-meets-West. Featuring jalapenos and Sriracha sauce, this spicy entry was balanced by the inclusion of havarti cheese and mayonnaise — a triumphant contender! The event ended with a shared meal on LPFF’s panoramic rooftop patio, serving up a unique bonding experience with a healthy side of fun.



About Michael Malleau and Louise Prete Fine Foods

A former Toronto stockbroker who decided to follow his heart and cook for a living, Malleau’s Louise Prete Fine Foods is less than 2 years old. 12-14 hour days are not uncommon as clients spread the word about his scratch-made, gourmet comfort food with an Italian accent. Many of his recipes are Michael’s interpretations of Louise’s recipes which have garnered him commercial success with repeat clients including Meridian and Unilever Canada. He’s called the Urban Italian Sauce Maker because he works out of his industrial culinary loft and recreates a taste of the old world in a thoroughly modern setting.



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