

Member Spotlight: Rachel Sherwood



How did you get your start in the industry? What influenced you to enter into the Entertainment world? I got my start through a friend of the family who told me that Food Styling was an option as a career. I always loved food and entertaining growing up. I thought this was an amazing way to use my skills, have fun and make money. I never knew that I could be the one make the foods that were featured on packaging, commercials and shows. I enjoy being both behind and in front of the camera either making food look great for the set or teaching others how to do in in their homes.

What is your educational background? I attended culinary school at Le Cordon Bleu.

What are you currently working on? I actually just put my first book into print. The Pretty Plate, making everyday meals magnificent. I am doing a lot of work with Schwans and Green Mill Restaurants lately and just working to release The Impressions at Home culinary school at home program in the summer.

What is your favorite story to tell about working in this industry? There are lots of great stories as I work with many different people and products. I think one of my favorites is when I was doing a 24 hour live cooking show segment for Shop NBC, It was an organizational masterpiece that we had created to get everything done and on time. Myself and 3 wonderful assistants worked hard. I remember things going so well we had just completed 5 shows in a row and I was letting my team know how great they were doing "5 done, keep up the good work" and then my assistant reminded me we still had 19 shows left to do. On the very last show after almost 34 hours of work one of the stage hands dumped the final demos for the segment and we had to scramble. I thought at first they were joking when they could not find the set when I looked over to see other washing up the dishes that everything was in. We were

due to be on air in less than 5 minutes with nothing ready to go. I grabbed my team scoured the set for anything we could salvage and going through our extra items to make up "dishes" one we called "Grandmas hearty vegetable soup" that we kindly suggests no one ate on air. It was a mess and a bit frantic because we did it and no one but us and the host ever knew anything with wrong.

What is your most memorable/favorite project? I loved working with 3M on a commercial for one of their new sponges. I got paid to make messes, bacon splatter, red sauce boil over etc.. so that they had things to wipe up. It was truly a blast.

What inspires you? I believe that food brings people together, that through it we not only feed the need of hunger but can learn about art, history, math, science, and culture. To me bringing people together around the table is the most inspiring and rewarding things in life.

What are some of your hobbies and interests? Well if you have not guessed by now, cooking and entertaining for sure but also, traveling, dining out, drinking wine, golf, skiing and playing with my nieces and nephews.

Where do you see yourself in 5 years? In ten? In 5 years I hope to have my own cooking show where I can help people not only cook but fit food into their lifestyle so they can prepare great meals while spending less time in their kitchens and more time with their family and friends. In 10 years I hope to have a product line that is affordable, and quality but sold only on the premiss that my consumers actually need it and know how to maximize the product to fit their kitchen, skills and lifestyle so they can do more with less.

What advice would you offer to a young female looking to get into this industry? My advice would be that if you love something you can be successful with it. You must be passionate about it to get through the tough times and make it fit for you. Be true to yourself and trust your heart many people will try to tell you what to do listen to them, learn from them, do what they do if it feels right but the moment you feel uneasy about something listen to that and see where else it may lead you.

If you could work with anyone (dead or alive) who would it be and why? Julia Child, I loved her sense of humor and can do anything attitude. I think it would be interesting to learn from her and experience her outlook on life and business success.

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