



JASMINE *BAKER*

RECIPE DEVELOPER +
ENTERTAINING EXPERT

The love of food.

It's what brings
us all *together*.

Whether it's dishing out cake for a friend's birthday or gathering with family every week for Sunday dinner, the universal love of food has long been a way for people to come together, break bread and create memories with the ones they love.

Let's make your brand an unforgettable part of those memories.



Hi, I'm Jasmine!

I help brands tell their story through well-crafted recipes & expert entertaining advice.

With deep roots settled over 25 years in the hospitality industry, I've worked with and learned from some of the country's top chefs... and as a mom, I also know what it's like to be at home with a family and not a lot of time to fuss around with meals.

This unique balance between professional chef and home cook is what guides my approach to food and entertaining, with simple recipes that are versatile, easy-to-follow and undeniably delicious.

A little bit more about me...

From early days working in restaurant kitchens and developing menus to curating recipes with Canada's renowned chefs, hospitality has allowed me to marry my love of food, entertaining, and human connection.

As the founder of EVNT MGMT, I've also produced both intimate and small-scale events, working with top chef talent and creating thoughtful hospitality experiences for a wide range of clients like Field Trip Music & Arts, Taste of Toronto, WayHome, The Big Feastival and TIFF, to name a few.

When I'm not playing with food for work, I split my time between Toronto and Prince Edward County, where I play with food for fun with my husband and our curious twin boys.



Services

I help both big brands and family-owned businesses to integrate their products into life's most treasured moments.

Have a story idea that you'd love to see brought to life through recipe development or entertaining? I love to be part of the creative process, from planning and development all the way through to execution.

Recipe Development

Intentionally crafted recipes that bring out the very best in your products. Though my culinary range is versatile, I specialize in farm-to-table, of the season, easy-to-follow recipes that balance fresh produce with pre-made ingredients.

*also develop kid-friendly recipes for family cooking

Entertaining Expertise

- Entertaining tips & how-tos (whether an event for 2000 or dinner for two)
- Cooking class hosting (virtual or in-person)
- Brand ambassador (media & events)

Branded Content

- Recipe Reels & Videos
- Entertaining Reels & Videos



Partnerships

**MEATLESS
FARM**

**Canadian
Living**

**Savour
Ontario**



**ROLLING
MEADOW**

STONEWALL KITCHEN
FAMILY *of* BRANDS

Bonne Maman[®]

**CENTRAL
ROAST**

Previous Work



Chana Masala

RECIPE DEVELOPMENT

ROLLING MEADOW



Kimchi Grilled Cheese

RECIPE DEVELOPMENT

SAVOUR ONTARIO



Influencer Event

RECIPE DEVELOPMENT / STYLING /
EVENT PLANNING / HOST

STONEWALL KITCHEN

What People Are Saying

"We have engaged Jasmine to develop recipes for multiple client product launches & influencer events and have always been thrilled with her work.

Not only has Jasmine exceeded our expectations with her professionalism and creativity, her recipes are absolutely delicious. **Jasmine has an amazing ability to take even the most basic ingredients and turn them into magic."**

**WYNN THERIAULT, MANAGING PARTNER,
THIRTY DASH COMMUNICATIONS**

"We've had the pleasure of working with Jasmine on many large and small projects including recipe ideation + development for The Milk Calendar, event design + content creation for Dairy Farmers of Ontario, as well as many exclusive food events. The perfect strategic partner, **Jasmine is an endless source of on-trend recipe and food ideas** with a signature edge that, in our view, is as valuable as it is rare within the industry."

**CIABH MCEVENUE,
CREATIVE DIRECTOR & PARTNER,
ARABLE BRAND COMMUNICATIONS**

"We don't just hire Jasmine to do work for us - she becomes part of our team in every way.

Jasmine brings that *umami* factor to all our client work - take our *Stonewall Kitchen* campaign as an example. When we needed a host for several workshops she went above & beyond - conceptualizing the series, designing & styling the spaces, developing & sharing all the recipes, and a flawless execution from greeting to engaging the guests."

MARIAN STARESINIC, PARTNER,
BRANDING & BUZZING



Let's bring your
food story to life.

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