



Position:	Culinary Specialist	Department:	Sales
Classification:	Salary/Exempt	Reports To:	VP of Sales
Date Created:	03/22/2024	Last Revised:	03/16/2026

Job Overview:

The Culinary Specialist, under the direction of the Vice President of Sales, is essentially the “food ambassador” for the company, supporting all merchandising activities, including but not limited to showcasing and testing the products sold by the company, attending merchandising events, conducting product cuttings, coordinating sampling of products, and maintaining the test kitchen at the Ginsberg’s facility. The Culinary Specialist will showcase new foods and products from our vendor-suppliers, develop recipes and create menu ideas for our customers. The Culinary Specialist, by providing a variety of value-added services to our customers, serves as a strategic partner to our sales team, helping them to grow their customer base, increase their sales with existing customers, and mitigate the loss of business.

Essential Functions:

1. Maintains a strong understanding of the variety and source of foods and supplies we receive from vendor partners and incorporates that knowledge into value-added actions.
2. Supports and promotes products to our customers through education and promotion.
3. Partners with Sales and Marketing to create multimedia promotional content to further the value proposition of partnering with the Ginsberg’s brand.
4. Partners with Marketing to produce semi-weekly and weekly communications to the sales team pertaining to recipe ideas and culinary tips.
5. Develops multi-use scenarios and strategies for food items that create value, resulting in a real or perceived strong return-on-investment for customers.
6. Samples products and performs product cuttings.
7. Conducts food and related product demonstrations at customer locations.
8. Develops menu ideas using feature products with an emphasis on food cost analysis that supports the company’s product and marketing objectives.
9. Develops and utilizes a variety of recipes that support our various customer categories.
10. Assists vendor partners with food preparation and recipe creation, supporting and presenting their products in a manner that makes them desirable.
11. Provides value-added benefits to customers, such as menu analysis.
12. Stays current on restaurant and food industry culinary trends and helps our sales team identify new sales opportunities.

13. Works with the Sales team to help increase sales with their current customers through sampling and cooking demos whether at the customer's location, our test kitchen or the test kitchen of any of our broker/manufacturer partners.
14. Supports the training and growth of Top Vendor Partners.
15. Conducts Meat and Seafood Training with the Sales team.
16. Train Sales staff and others in culinary, Vegan, plant-based diet, allergens, gluten-free and other matters as needed.
17. In partnership with Facilities leadership, ensures the test kitchen is well maintained, sanitized and clean in accordance with company standards and health code regulations.

Additional Responsibilities:

1. Attends and participates in all sales events as they are scheduled.
2. Directly supports our key customers with menu design, pricing, etc.
3. Assists at food expos and other key customer events.
4. Maintains a strong working relationship with Sales, Category Managers, Account Executives, and Marketing resulting in effective communication on featured product use.
5. Works closely with other company departments in order to meet customer needs.
6. Supports all sales promotions and initiatives.
7. Reviews sales reports / pricing lists in order to manage and coordinate work activity.
8. Routinely available for implementation or support of company-initiated events as requested by senior management or sales management.
9. Visits broker/manufacturers' locations to expand knowledge on products.

Knowledge, Skills, and Abilities:

1. Possesses expert knowledge of food and food ingredients, and their preparation.
2. Working knowledge of non-food products, and their purpose and application.
3. Demonstrated knowledge of current restaurant and food industry trends.
4. Strong knowledge of HACCP and other federal, state and local food sanitation regulations.
5. Possesses culinary creativity.
6. Ability to identify and pursue business development opportunities; build relationships across the industry including trade associations, customers, and strategic partners.
7. Strong English language aptitude, including the ability to communicate effectively orally and in writing (including the use of texting and email).
8. Strong active listening skills, necessary to understand the needs of customers and others.
9. Functional user of Microsoft Office products.
10. Ability to use cameras, computers, and other peripheral equipment to record food preparation.
11. Working knowledge of social media, blogs and other digital/social outlets for the purpose of promoting company product and services.
12. Excellent public speaking abilities.
13. Ability to learn, with limited assistance, company-specific computer programs.
14. Ability to use logic to analyze financial and other problems, and develop solutions.
15. Ability to prioritize workload in a fast-paced environment.
16. Ability to work independently and without constant direct supervision.
17. Strong ethical responsibility to coworkers, customers, affiliations, associations, and community.
18. Relentless positive energy and professionalism.
19. Firm commitment to the mission and core values of the company.

20. Highly motivated. A self-starter.
21. Ability to work well under pressure.

Education/Experience (Preferred Minimum Qualifications):

1. Possession of an Associate's Degree from an accredited college or university in the field of Culinary Arts, Culinary Nutrition or Food Service Management, with at least four (4) years of foodservice management or hands-on food preparation experience where progressive culinary creativity was demonstrated.

Licenses/Certifications/Special Requirements:

1. Subject to pre-employment, random, and reasonable suspicion drug screening.
2. Must be available to perform job duties during evenings and weekends.
3. Frequent travel can be expected within the company's service territory.
4. Sporadic travel can be expected outside of the service territory.
5. Sporadic travel requiring overnight stays is required.
6. Must maintain a valid driver license during the course of employment.
7. Must maintain minimum auto insurance requirements per company policy.

Physical Requirements:

Requirement	8 Hour Schedule	10 Hour Schedule	As % of Time
Limited	0 – 1 hour	0 – 1 hour	Less than 1%
Occasionally	1 – 2 hours	1 – 2.5 hours	Equals 1% to 25%
Frequently	3 – 4 hours	2.6 – 5 hours	Equals 26% to 50%
Repeatedly	5 – 6 hours	5.1 – 7.5 hours	Equals 51% to 75%
Continuously	7+ hours	7.6 + hours	Equals 76% to 100%

Activity	Duration
<i>Sustained Postures</i>	
Sit:	<i>Occasionally</i>
Stand:	<i>Repeatedly</i>
Walk:	<i>Occasionally</i>
<i>Intermittent Activity</i>	
Bend:	<i>Occasionally</i>
Kneel/Squat:	<i>Occasionally</i>
Climb Stairs:	<i>Occasionally</i>
Crawling:	<i>Limited</i>
Overhead Reach:	<i>Limited</i>
Typing/Keyboard	<i>Frequently</i>
Vehicle Operation:	<i>Frequently</i>
PPE/Special Clothing:	<i>Continuously</i>

Activity	Duration
<i>Repetitive Use of Hands/Wrists</i>	
Grasp:	<i>Repeatedly</i>
Push/Pull:	<i>Occasionally</i>
Fine Manipulation:	<i>Repeatedly</i>
<i>Material Handling lbs.</i>	
Lift:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Carry:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Push:	<i>0 – 80 lbs</i> <i>Occasionally</i>
Pull:	<i>0 – 80 lbs</i> <i>Occasionally</i>
<i>Miscellaneous</i>	
Exposure to Heights:	<i>Limited</i>
Exposure to Packaged Chemicals:	<i>Limited</i>
Exposure to Temperature Contrasts:	<i>Frequently</i>