

# ***Curriculum Vitae***

## ***Heilie Antoinette Pienaar***

### **Current work experience**

Since 1 May 1999      Freelance Consultant, Food writer, Food stylist for food companies and TV commercials (International & South African).

### **Recipe books & food styling**

1. Sugar & Spice with Snowflake it's nice      Author: Develop recipes, translate to Afrikaans, compile & food styling. (Jonathan Ball Publishers 2015)

2. The Ultimate Snowflake Collection      Author: Develop recipes, compiled & food styling. (Struik 2012)

3. Recipes from the Royal kitchen      Author: Develop recipes, compiled & food styling. (2010)

4. Ultimate book of Baking      Author: Develop recipes, compiled & food styling. (Human & Rousseau 2007)

5. Karan beef      Author: Develop recipes, compiled & food styling. (Struik 2003)

6. Too fresh to Flop      Author: Develop recipes, compiled & food styling. (Struik 2002)

7. Uit die Koekblik      Author: Develop recipes, compiled & food styling. (Human & Rousseau 2001) **Gourmand world cookbook awards 2001**  
**Awarded best Dessert book.**

8. On the Coals      Author: Develop recipes, compiled & food styling. (Struik 2000)

9. Snowflake book of baking      Author: Develop recipes, compiled & food styling. (Struik 1994)

10. S.A. Meat Cookbook      Co-author. Develop pork recipes. (Struik 1992)

### **Food styling** ***(Advertising & promotional material)***

#### **Spur group**

Spur (steak restaurant)      Styling for advertising, bill boards, menu, manual.

Panarottis (pizza, pasta)      Styling for advertising, menu, manual.

Hussar grill (meat)      Styling for advertising, menu, manual.

John Dory (fish)      Styling for advertising, menu, manual.

Do Regos (take-away)      Styling for advertising, menu, manual.

## **Food styling & recipe development**

***(Advertising, promotional material, calendars, leaflets)***

**Premier foods:  
Snowflake flour**

**Develop recipes and food styling for Snowflake brand.**

**Website:** Develop recipes & food styling for weekly recipes.

**Retail premix range:** Develop premix recipes and styling on packaging. (Creations, Playtime, Easy mix)

**Recipe development and food styling:** General recipes for flour packs, promotional items and advertising.

**Leaflets: Develop recipes & food styling.**

**Karan Beef**

**Recipe development and food styling:** Leaflets, promotional material.

**Website:** Develop recipes and food styling for site.

**Pioneer pasta**

Develop recipes, advertising & promotional material.

**SA Red Meat producers**

Develop lamb recipes, advertising & promotional material. Styling for advertising.

**Sea Harvest**

**Food styling - Stills:** Advertising, promotional material (calendar) and packaging.

**Denny Mushrooms**

**Recipe leaflets:** Recipe development and food styling for winter & summer leaflets.

## **Editorials**

**Rapport newspaper**

Weekly recipe articles & food styling in Tydskrif magazine.

**Magazines**

Write recipe articles, recipe development & food styling: Food & Home, Fair Lady, Sarie, Passi, Tuinpaleis.

## **Features on TV programmes**

**Artcha  
Pasella**

**2008 – Demonstrating winter meals.**

**2007 – Demonstrating Christmas cake.**

**2003 – Demonstrating cookies.**

## **Food festivals**

**Gourmet food festival**

(CPT May 2000, 2001, 2002)

**Snowflake flour**

Involved in planning and setting up of Snowflake's stand. Organised product tastings for Snowflake on stand.

**Pioneer pasta**

Organise product tastings for Puccini pasta on stand.

**Parmalat**

Demonstrations at Cheese festival (Franschoek 2000 & 2001).

## **TV Commercials**

**Food styling**                      **See detailed separate list of commercials.  
TV Agency (Nautilus)**

## **Work history**

**Sept. 1995 - April 1999**      **Woolworths** (Head Office Cape Town)  
**Senior Food Selector**      Bakery Department  
New product development, includes packaging concepts.  
Range planning and presentations.  
Reviews on summer and winter trends.

**June 1994 – Aug. 1995**      **Pick 'n Pay** (Head Office Claremont)  
**Senior Home Economist**      Head of Cooking School.  
New recipe development.  
Lectures and demonstrations.  
Magazine and newspaper articles.

**Sept. 1992 - May 1994**      **Premier Milling** (Head Office JHB)  
**Senior Home Economist**      Recipe development on Snowflake flours.  
Development and testing of recipes.  
Lectures & demonstrations. Leaflets, magazines & newspaper  
articles. Food styling.

**April 1989 – Aug. 1992**      **Meat Board** (Head Office Pretoria)  
**Home Economist**              Developing and testing of recipes, lectures & demonstrations.  
Compiling leaflets, magazine and newspaper articles.  
Video-shoots & TV, food styling.

**Jan. 1988 – March 1989**      **Cape Provincial. Admin.** (Voortrekker High School,  
**Home Economics**              Kenilworth) Grades 8 – 12.  
**Teacher**