

Curriculum Vitae

Heilie Antoinette Pienaar

Current work experience: Since 1 May 1999 to currently 2019
Freelance Consultant, Food development, writer: Food stylist for food companies.

TV commercials (International & South African local).
See detailed separate list of commercials.

Recipe books & food styling

1. **Sugar & Spice with Snowflake it's nice** Author: Develop recipes, translate to Afrikaans, compiled & 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 for Advertising & promotional material)

Spur group

2010 – 2019

Spur (steak restaurant)	Styling for advertising, bill boards, menu, manual.
Panarottis (pizza, pasta)	Styling for advertising, menu, manual.
Panarottis (Australia)	Styling for advertising, menu.
Casa Bella (pizza, pasta)	Styling for advertising, menu, manual.
Hussar grill (meat)	Styling for advertising, menu.
John Dory (fish)	Styling for advertising, menu, manual.
Do Regos (take-away)	Styling for advertising, menu.

International

H & M (Internet)	Ice-creams: Making of fake edible ice-creams.
Laughing Cow	Stills
Lidl stills	Various food scenes

Local

Lucky star	Digital complain
Bokomo rusks	Styling for packaging

Recipe development & Food styling

(Advertising, promotional material, calendars, leaflets)

Spur sauces

2011 – 2019

Recipe leaflet	Development and styling for website yearly. www.spursauces.co.za
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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 2008 – Demonstrating winter meals.

Pasella 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 (Franschhoek 2000 & 2001).

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 teacher Kenilworth) Grades 8 – 12.