

GAIL PIAZZA

Home Economics Consultant

Employment

Freelance Home Economics Consultant, Sole proprietor, 1974-Present

Recipe Development

- Create new recipes
- Developed thousands of recipes for a variety of clients
- Recipes tailored to the clients' specific need, i.e. recipes for a new kitchen appliance, expanding the use of an existing appliance or tailoring a series of recipes for a particular dietary need

Recipe Testing

- Test existing recipes for accuracy, flavor, technique and ease of preparation
- Make any needed changes

Product Testing/Writing of Use and Care Manuals

- Work with clients on the development of new or existing small electric appliances, cookware and cooking tools from the engineering through the marketing stages, including side-by-side testing against existing competitive products.
- Work with the engineers, recommending changes as needed for a viable product
- Writing of the use and care manual, instructing the consumer in the use of the product
- Recipes often developed and included to illustrate the depth and value of the product

Food Styling/Prop styling

- Preparation and set up of food for thousands of photographs, which have been used in cookbooks, recipe cards, print ads and on product boxes
- Food styling for movies and television commercials
- Supply appropriate props used in the photographs

Cookbook author

Recipes for Repair (the revised and updated second edition), published by Peconic Publishing LLC

- Developed over 50 and revised over 25 recipes for the new edition of the book.
- Food styling for 10 new recipes included in the new edition of the book.

Recipes for Repair: A Lyme Disease Cookbook, published by Peconic Publishing LLC

- Developed over 150 recipes specific to the physician-developed anti-inflammatory diet featured within.
- Food styling for over 50 recipes featured in the book.
- Winner of two publishers awards.

Farberware: World Of Wok Cookery, published in hard cover by Dorison House Publishers Inc.

- One hundred and thirty five recipes, traditional oriental and non-oriental foods adapted to wok cookery

Cookbook Collaborator/Recipe Tester

Developed and/or tested recipes for the following books, authors and publishers:

- *Cusinart Food Processor Cooking* by Carmel Berman Reingold, Dell Publishing
- *Convection Oven Cookbook* by Carmel Berman Reingold, Lippencott & Crowell
- *The Lifelong Anti-Cancer Diet* by Carmel Berman Reingold, Mosby Medical Library



- *The 7 Most Effective Ways to Jump-start Your Diet* by Carmel Berman Reingold, Dell
- *Patsy's Cookbook: Classic Italian Recipes from a New York City Landmark Restaurant* by Sal Scagnamillo, Crown Publishing
- *Slim Cuisine Italian Style* by Sue Kreitzman, Bantam Press

Retest Recipes for the Editors of *Consumers Reports Books*

- *The Chicken for Every Occasion Cookbook* by Helen Studley
- *Catch of the Day* by Carol Cutler
- *Slim Cuisine* by Sue Kreitzman
- *Slim Cuisine Indulgent Desserts* by Sue Krietzman
- *The Incredible Potato Cookbook* by Maria Luisa Scott and Jack Denton Scott

Recent Projects

- All-Clad, 2003-current: Product testing and recipe development
- Lenox Corporation, 2009-current: Comprehensive product testing of prototype small appliances and cookware for the company's Dr. Andrew Weil product line
- Emerilware and Tefal, 2003-2013: Food stylist
- All-Clad, 2003-2010: Food stylist
- Krups, 2009: Developed 20 recipes for the Krups 4-in-1 Rice Cooker
- Lagostina Cookware, 2009: Adapted 25 Italian Recipes for the American market
- Spring, 2008: Tested eight stainless steel small appliances produced by Spring for Dr. Andrew Weil
- Dr. Andrew Weil, 2008: Adapted over 100 of Dr. Andrew Weil's recipes for use in these appliances

Partial Client List

- All-Clad
- Emerilware
- Krups
- Lenox Corporation
- Te-fal
- Farberware
- Haier America
- Welbilt
- Proctor Silex/Hamilton Beach
- Rival
- Tony Little
- GTXpress 101
- Melone Advertising
- Ralph Baleno Photography
- Cwenar Photography
- J&H international

Education

New York University, Greenwich Village, NY

MA Foods and Nutrition

Misericordia University, Dallas, PA

BA Foods and Nutrition

