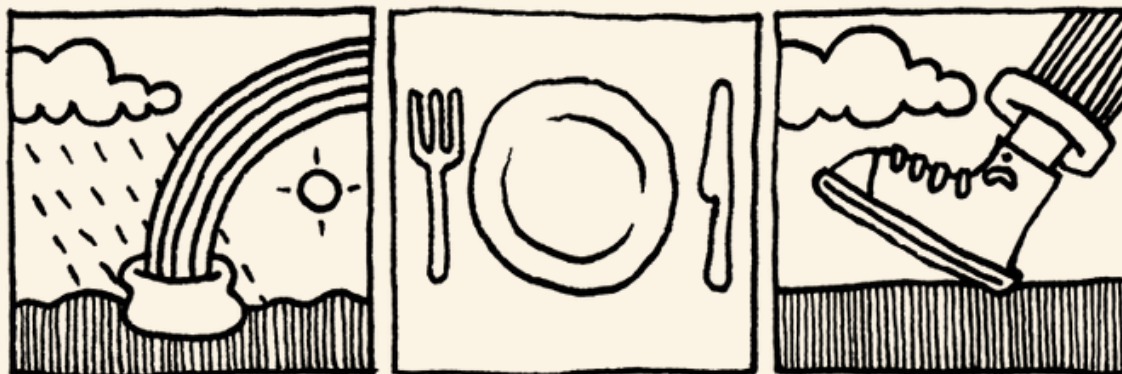


WILD FLAVOUR EXPERIENCES



FLAVOUR FRED.

www.flavourfred.com







INTRODUCTION TO FLAVOUR FRED



SHOWCASING WILD FLAVOURS AND THEIR HISTORY ACROSS THE UK. ALWAYS FORAGING, BLENDING, DISTILLING AND COOKING UP FLAVOURFUL EXPERIENCES.

PROFESSIONAL FORAGER WITH 20 YEARS EXPERIENCE IN WILD FLAVOURS IN PARTICULAR CULINARY USES, PRESERVATION, DISTILLATION AND THE FOLKLORE & HISTORY SURROUNDING THEM.

10 YEARS RUNNING WILD FOOD PUB/RESTAURANT LISTED AS 7TH BEST UK PUB IN THE TIMES. WITH APPEARANCES ON BBC COUNTRYFILE, & FOOD UNWRAPPED



OPTION 1 – 3 HOUR FLAVOUR-LED FORAGING WALK

I'LL TAKE YOU INTO NATURE AND SHOW YOU HOW TO FIND AND IDENTIFY MY FAVOURITE
WILD PLANTS, FRUITS AND FUNGI.

ALONG THE WAY YOU'LL LEARN SOME SCIENCE AND FOLKLORE, PICK UP TIPS ON SURVIVING
IN THE WOODS, HAVE A FEW LAUGHS, GET TO TASTE SOME OF THE BOOZY CONCOCTIONS
AND DELICIOUS WILD FLAVOURS THAT CAN BE MADE WITH WHAT WE FIND.

PRICES: START AT £500

(£40 PER PERSON, MAX 22 PEOPLE)



OPTION 2 – “MEET YOUR INGREDIENTS”

FOR SOMETHING MORE IN DEPTH “MEET YOUR INGREDIENTS” IS AN INTERACTIVE, ALL-INCLUSIVE DAY-LONG FORAGING, FIRE COOKING AND COCKTAILS SESSION.

. WE WILL BE WALKING 3 HOURS ALONG A ROUTE FORAGING FOR FLAVOUR AND TEACH THE IDENTIFICATION TECHNIQUES, FOLKLORE AND THE HISTORY ASSOCIATED WITH WILD INGREDIENTS. AFTER WHICH A FEAST OVER FIRE WITH WILD COCKTAILS IS SERVED.

PRIVATE SESSIONS START AT £750

£95 PER PERSON, MAX 18 PEOPLE





WHY FORAGE? WILD WELLNESS BENEFITS OF FORAGING

IT IS HARD TO OVERSTATE THE VALUE OF NATURE. SKILLS DEVELOPED, KNOWLEDGE GAINED AND FUN HAD IN THE WILD WILL PROVE IMMENSELY VALUABLE IN EVERY ASPECT OF YOUR LIFE AND WORK. TIME SPENT OUTDOORS AND CONNECTING WITH NATURE WILL CHANGE YOUR PERSPECTIVE AND ENHANCE YOUR SENSE OF WELLBEING.

AS HUMANS, OUR SENSES WERE DEVELOPED FIRST TO ASSIST US IN HUNTING AND GATHERING. OUR PERCEPTION OF COLOUR HELPED US PICK THE RIPEST FRUIT AND TELL THE POISONOUS FROM THE TASTIEST BERRIES. THE POWERFUL LINK BETWEEN SMELL AND MEMORY HELPED US REMEMBER THOSE PLANTS WE HAD EATEN SAFELY BEFORE, AND THOSE WE HAD BEEN TAUGHT TO FEAR. YOUR BODY HASN'T FORGOTTEN THIS: WILD PLANTS STILL PROVIDE A VIVID AND DELICIOUS FEAST FOR THE SENSES.

MY EXPERIENCE AND PASSION SPEAKS FOR ITSELF, AND SO WILL YOURS IF YOU JOIN ME, BUT THERE IS ALSO MUCH SCIENTIFIC RESEARCH BEING UNDERTAKEN TO CONFIRM WHAT WE KNOW INSTINCTIVELY ABOUT THE FOREST — THAT WELLBEING, HEALTH, HAPPINESS AT WORK AND HOME, MEMORY AND TEAMWORK ALL IMPROVE AS A RESULT OF IMMERSING ONESELF IN THE WILD. IT HAS BEEN SHOWN THAT BEING CLOSE TO NATURE CAN IMPROVE PEOPLE'S MOOD, PRODUCTIVITY AND WELLBEING. IN JAPAN, THE ART OF SHINRIN-YOKU OR "FOREST BATHING" IS WIDELY PRACTICED AND RECOGNISED AS A THERAPEUTIC ACTIVITY, AND WESTERN SCIENCE IS JUST CATCHING ON TO THIS KNOWLEDGE.



TESTIMONIALS

"THE MEET YOUR INGREDIENTS EVENT WAS A FANTASTIC DAY OUT. GEORGE IS A FORAGING ENCYCLOPAEDIA, AND HAS THE SORT OF DEEP KNOWLEDGE THAT COMES FROM YEARS OF WORKING IN THE FOOD BUSINESS. THE MEAL HE COOKED UP WAS ABSOLUTELY DELICIOUS. HE SPOILT US WITH YUMMY COCKTAILS MADE FROM HIS OWN BOOZE. IT WAS SO GOOD, I HAD TO BUY A BOTTLE. IT WAS REALLY GOOD VALUE FOR MONEY WHEN THE TIME SPENT FORAGING, EATING AND DRINKING IS ALL ADDED UP. MUCH BETTER THAN JUST GOING FOR A REGULAR MEAL OUT. WOULD DEFINITELY RECOMMEND TO ANYONE INTERESTED IN FOOD, FLAVOURS OR FORAGING"

— MICHELLE O'SULLIVAN

"ABSOLUTELY DELIGHTFUL! WE HAD A LUNCH PICNIC AND A FORAGING WALK WITH FLAVOUR FRED AROUND THE HACKNEY MARSHES. WE HAD A GROUP OF 15 PEOPLE FOR A SUMMER ACTIVITY AT WORK. THE PICNIC WAS SUPER YUMMY, EVERYTHING WENT SMOOTHLY AND ON TIME. THE WALK WAS ALSO VERY INFORMATIVE AROUND THE HACKNEY MARSHES. GEORGE TOLD THE STORY OF THE PLANTS IN HIS OWN UNIQUE STYLE, MAKING IT NOT ONLY INFORMATIVE BUT ALSO FUNNY & MEMORABLE. I'D DEFINITELY RECOMMEND THE SESSION FOR ANY GROUP WITH INTERESTS IN NATURE."

— WINNY MULYASASMITA, CHIEF OF STAFF, WNNN FOOD LABS



TESTIMONIALS

"FOR OUR SUMMER PARTIES WE ALWAYS LOOK FOR SOMETHING FUN AND A LITTLE QUIRKY — WE WERE DEFINITELY NOT DISAPPOINTED! FLAVOUR FRED HOSTED OUR TEAM FOR AN AFTERNOON AND EVENING OF ACTION PACKED AND INCREDIBLY INSIGHTFUL FORAGING FOLLOWED BY A BANQUET OF MOUTH-WATERING FOOD MADE WITH FINEST INGREDIENTS. WE ALL LEARNT A LOT ABOUT WHAT THERE IS TO FETCH ON YOUR DOORSTEP IN NATURE'S GARDEN AND AT THE SAME TIME HAD A REAL LAUGH AND A LOT OF FUN. I WOULD HIGHLY RECOMMEND FLAVOUR FRED FOR A ONE OF A KIND EXPERIENCE!"

—AISLING CRAPNELL, SOANE BRITAIN



FLAVOUR
FRED*



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