

## MINDING YOUR OWN BUSINESS

# Zest for life is a key ingredient

**COOKING SCHOOL:** On the side, there are tours of gastronomic attractions

**Name & title:** Ross Allen, chef/owner

**Business:** Feast Vancouver

**Address:** Classes are held in commercial kitchens throughout downtown Vancouver.  
www.feastvancouver.com

**Number of employees:** 2

**Product/service:** Culinary programs (three-month, four-day and one-day) for cooking enthusiasts; tours of Vancouver's most interesting gastronomic attractions

**Years in service:** 1

**What's unique about your business?**

Our students learn as much about enjoying life as cooking. Our small class sizes (10 students or fewer) guarantee personalized attention and lots of cooking time. "Homework" allows them to perfect their signature dishes at home with feedback and encouragement from their chef instructor.

**What is your biggest success?**

Launching a business I am passionate about. I can't wait to get to work in the morning!

**What is your biggest challenge?**

Letting the world know we're open for business here in Vancouver.

**Plans/expansion?**

Opening a cooking "villa" in the Okanagan so we can explore the wine country, orchards and producers of that region as part of our workshops and tours.

**Hardest-learned lesson?**

Take the risk to develop a service that, at its core, is very personal to you. If you truly believe in the cause and stay committed to the course, success will follow.

**Want to be in Minding Your Own Business?**

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Ross Allen in the kitchen of Feast Vancouver.