
BIOGRAPHY

A life filled with flavours



Claire Allen is The Foodie In Love.

The multi-talented food entertainer, entrepreneur, blogger and the Skinny Chef in the live theatre show Short Chef Skinny Chef is making her mark in the food world.

Bitten by the entrepreneurial bug during her teens, Claire launched her now thriving events coordination company, Signature Productions. For over a decade, Claire successfully created, managed and executed events and private functions for a variety of local and international businesses and celebrities through Signature Productions. Her love affair with whisky saw her company launch two internationally renowned whisky brands in South Africa; Black Bottle and Bains Cape Mountain Whisky.

Her interest in positive brand recognition for clients is one of the main motivating factors behind the development of Claire’s business. She is now practicing the same philosophy in her culinary endeavours.

In 2015, Claire became an occasional celebrity chef contributor to one of South Africa’s most popular daily morning entertainment programs, Espresso. Claire and her delectable recipes have featured numerous in various publications and broadcast media .

Claire has been emersed in the hospitality industry her whole life. Through her hotelier uncle Douglas Allen and hotel owner great grandmother Polly Allen, Claire was always eagerly helping in the kitchen, something she attributes to giving her a valuable head start in her current culinary-influenced achievements. No stranger to the entertainment industry either, during her teen years, Claire was one of the presenters on CrazE, a popular daily youth TV show aired on ETV.

Claire’s desire to grow her passion for food into a thriving business started in 2014. Inspired by numerous cooking shows, it was her entry into the third season of MasterChef South Africa that awakened her true commitment to being a food entertainer, and she launched her blog Food Is Love not long afterwards.

With her post-MasterChef South Africa amplified inquisitive palate and her love for travel, Claire travelled the world with a goal of further broadening her culinary horizon. During her journey, Claire spent a day at the world-famous Heston Blumenthal restaurant, The Fat Duck, where she got to witness the establishment’s sought-after team prepare their signature menu items. In addition to that, she spent some time cooking with Raymond Blanc’s team at Belmond Le aux Quat’Saisons.

Claire plans to continue traveling, learning and growing her abilities and horizons to further her foodie talent.

Since then, Claire has developed various brands that have strategically positioned her as one of the country’s most promising food entertainers and entrepreneurs.

With her ability to think outside of the box and make things happen, this dynamic, energetic and creative entrepreneur plans to show the world that anything is possible with enough determination.

Find Claire online:

Facebook: [MasterChef SA Claire Allen](#)

Twitter: [@claireallen_sa](#)

Instagram: [@claireallen_sa](#)

Blog: [www.foodislove.co.za](#)

YouTube: <https://www.youtube.com/channel/UCCSSU0Rpmr4GdhAEtKrGWVg>

“Signature Productions

Signature (noun) / a distinctive pattern, product, or characteristic by which someone or something can be identified.”



“Claire has launched her YouTube channel and is working on various brand extensions that include a television show and cookbook.”