



**Julie Anne
Hession**



10634 San Palatina Street, Las Vegas, Nevada 89141
702.767.4765
julie_hession@yahoo.com



About Julie Anne

4 Minute Video Reel

Julie Anne Hession doesn't really make anything that is over-the-top fancy. Rather, she likes to take dishes that may be more of a celebrity chef's speed, use them as inspiration for flavors and **bring them down to a "Hey, I can do that!" level.** Sound appetizing? Read on!

Julie Anne is a self-taught cook and baker; priding herself on creations that are unique, yet approachable, she uses *only the best ingredients in made-from-scratch heavenly dishes.* Julie Anne has combined her love for food with her love for words to become a **successful chef, food writer, competitive cook and food blogger.**

After graduating from Duke's MBA program, Julie Anne used the tools she learned from business school and **opened a gourmet bakery and specialty foods store, aptly named, Julie Anne's in Las Vegas.** Julie Anne's offered *simple, elegant food and gourmet gifts* in a classic neighborhood-shop atmosphere. The store also sold her **Sweet Citrus Granola**, which was an unexpected instant hit with customers. Customers' outpouring of praise inspired Julie Anne to package the granola and create more flavors. After selling the bakery, *Julie Anne's determination earned the Sweet Citrus Granola a place on the shelves of Las Vegas Whole Foods Markets.* Maple Blueberry, Tropical Bliss, Decadent Raspberry Truffle and Berry Yummy PB&J flavors followed, receiving rave reviews for what became **Julie Anne's All-Natural Granola.**

Julie Anne has been honored to have some of her sweet creations featured in O, the Oprah Magazine, People, Better Homes and Gardens, and Food Network Magazine. She has picked up the challenging hobby of competitive cooking, taking top national prizes in multiple battles, **winning more than \$125,000 in cash and prizes,** bragging rights and most importantly, the **seal of approval from Iron Chef Bobby Flay.** Flay, one of Julie Anne's ultimate cooking idols, awarded her top prize in Aetna's first

ever Healthy Food Fight cook-off! Julie Anne won the Food Network's televised "Ultimate Recipe Showdown" competition, hosted by Guy Fieri. The **\$25,000 grand prize** was undisputedly handed over to her upon tasting Julie Anne's spectacular **Double Chocolate Malt Shop Cupcakes with Cherry Vanilla Buttercream.** In December of 2011, Julie Anne's creativity helped propel her in **Sterling Vineyards' Ultimate Host competition** where finalists found themselves creating a party from scratch on a budget. Hosted by Top Chef's Padma Lakshmi, Julie Anne took home the **\$40,000 prize and the opportunity to serve as Sterling's spokesperson for her Après-ski themed event,** which included touches such as homemade, custom sugar cookies, a "make your own s'mores" bar, and a photo opportunity for guests to share their experience with friends online.

Julie Anne's writing and recipes have been featured in Everyday with Rachael Ray, Food Network, Sunset, Family Circle, Nevada, Via, Hannaford Fresh, Desert Companion, Taste of Home, Country Woman, and Relish magazines. Her fun and informative food and baking blog, *Peanut Butter and Julie*, is constantly updated with new tips, delicious treats and links to other cooking inspirations.

The fall of 2013 held even more exciting news for Julie Anne, with the release of her second cookbook, **100 Best Decorated Cookies.** Her first book, **175 Best Mini Pie Recipes (April, 2013),** features everything from traditional fried peach hand pies to exotic

ethnic savories such as empanadas and samosas. She is hard at work coming up with innovative recipes to excite and encourage readers to break out of their comfort zones and create sweet and savory treats with her help.

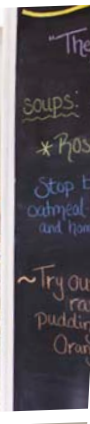
When Julie Anne gets a little time out of the kitchen or away from her writing desk, **she loves spending time with her husband Eric and their two dogs, Cameron and Fenway.** And of course, she is always looking for new experiences to inspire fresh culinary ideas.



Bakery & Granola

The Bakery

Inspired by regional stores such as Foster's Market and A Southern Season, Julie Anne's offered simple, elegant food and gourmet gifts in a comfortable atmosphere.



All-Natural Granola

They also sold Julie Anne's Sweet Citrus Granola, which was an instant hit with her customers, who encouraged her to package it and create more flavors. After selling the Julie Anne's store, she decided to follow her customers' advice, and a few years later Sweet Citrus Granola earned a place on the shelves of Las Vegas Whole Foods Markets. Her Maple Blueberry, Tropical Bliss, and Berry Yummy PB&J flavors followed, all of which received rave reviews.



"I started selling really well, created, slowly, four more like it got into all the other stores. And then it just kind of blew there! We started getting into other states. I did the Fancy P trade event and got a lot of sales. And we're just kind of store by store right now."

Despite sales that now many as 12,000 half-gallons a month, Henderson still every aspect of production. Other than her husband's support, the accounting aspect of the business, this is still a operation. That means ingredients by herself, then by hand every label in her foot commercial kitchen Valley View Boulevard.

"I'm a little guy who helps," she admits. "I'm the brand and the quality of course, as things she's going to last operation - especially developing other products, even if she's come next."

"I'd like to be brand, and have execution," she says.



Granola Features

Vegas INC Article

Las Vegas Business Press

Desert Companion

Seven Magazine

Review-Journal
"Show us your Purse"

Other Magazines
Better Homes and Gardens,
O the Oprah Magazine,
Yum! Food and Fun,
Las Vegas Woman

Peanut Butter & Julie

Writing Features

Other Magazines

People, Family Circle,
Taste of Home, Via,
Sunset, Country Woman



Additional Press



Better Homes and Gardens.

DAILYCANDY

Competitive Cooking



Won over \$125k in cash and prizes

2012 World Burger Championships

- o 1st Runner-Up \$4,000

2011 Sterling Vineyards' Ultimate Host Contest

- o \$40,000 and Spokesperson Trips to Napa and Aspen
- o Judged by Top Chef judge, Padma Lakshmi
- o Grand Prize includes the opportunity to serve as Spokesperson for Sterling Wines in 2012

2009 Food Network's \$25,000 Ultimate Recipe Showdown

- o Cakes Competition
- o Grand Prize \$25,000

2010 Aetna Healthy Food Fight "America's Healthiest Cook"

- o Judged by Bobby Flay
- o Grand Prize \$10,000

2009 Sutter Home's Build a Better Burger Cook-Off

- o 1st Runner-Up

2008 Heinz Field Tailgate Competition

- o Grand Prize trip to the Super Bowl - \$10,000 Value

2009 Terlato Wines Napa Valley Holiday Contest

- o \$5,000 Grand Prize

2008 Avocado's From Mexico Recipe Contest

- o Grand Prize

2008 Cake Mate "Mother of all Bake Sales"

- o Grand Prize

2008 National Cornbread Cook-off

- o Runner-Up

2008 Redwood Creek Campfire Classic

2007-2008 Manischewitz Cook-off

- o Regional Grand Prize

Winning Recipe

Peanut Butter
Banana Billiard Balls



Cookbooks

175 Best Mini Pie Recipes

April, 2013
Published by
Robert Rose



100 best Decorated Cookies

100 Best Decorated Cookies

October, 2013
Published by
Robert Rose



Contact

Julie Anne Hession
10634 San Palatina Street
Las Vegas, NV 89141
702.767.4765
julie_hession@yahoo.com

Social Media

@PBandJulie

[www.facebook.com/
PBandJulie](http://www.facebook.com/PBandJulie)

@PBandJulie



JULIE ANNE HESSION

EDUCATION

- August 2000-May 2002 Duke University-Fuqua School of Business Durham, N.C.
- Graduate of Fuqua's daytime M.B.A. program, with courses in the areas of Finance, Statistics, Marketing, Entrepreneurship, Operations, Law, Business Strategy, and Ethics
- August 1992-May 1996 University of Nevada, Las Vegas Las Vegas, Nv
- B.S Hotel/Restaurant Administration from the William H. Harrah School of Hotel Management

PROFESSIONAL EXPERIENCE

- 2003-2012 Sweet Tooth Holdings, LLC Las Vegas, Nv
- Julie Anne's All-Natural Granola (Sept., 2008-2012)
- Created a line of all-natural granola, sold at over 180 retail and wholesale locations nationwide. Flavors include Sweet Citrus, Maple Blueberry, Tropical Bliss, Berry Yummy PB&J, and Decadent Raspberry Truffle
 - Responsibilities included all production, packaging, marketing, advertising, sales, supply chain management, financials, and brand strategy.
 - Featured in *Better Homes and Gardens* and *Oprah* (November, 2011) magazines.
- Julie Anne's Bakery, Café, Fine Foods (2003 (planning phase) -2007)
- Opened the first independently owned "from scratch" bakery, café, and specialty food store in Las Vegas.
 - Managed every aspect of the business start-up process, from conception to opening. This includes: design, branding, product/recipe development, marketing, recruiting and hiring of staff, training/kitchen management, licensing, financial planning, cost control, and daily operations.
 - Developed a loyal clientele, increased product demand, and received positive press reviews from Las Vegas publications, including several "Best of Citysearch" awards from the Citysearch.com editors.
 - Expanded into a catering operation for customer parties, events, and weddings. Created several themed cakes for high-profile customers, one of which was featured in *People*, *O.K.!*, and *Star* magazines.

- October 2007-present Recipe Contester/Competitive Cook Various Locations
- Create original recipes for competitive purposes and attend national cook-offs. To date have won approximately \$125,000 in cash and prizes
 - Major wins include the 2012 Sterling Vineyards Ultimate Host spokesperson search (\$40,000) and the following:
 - Food Network's \$25,000 *Ultimate Recipe Showdown: Cakes* competition, Grand Prize (Jan., 2009)
 - Aetna Healthy Food Fight, "America's Healthiest Cook", judged by Bobby Flay, Grand Prize (Nov., 2010)
 - Build a Better Burger, 1st runner-up (Sept., 2009)
 - Heinz Field Tailgate Competition, Grand Prize trip to the Super Bowl (Feb., 2008)
 - Terlato Wines Napa Valley Holiday Contest, Grand Prize (2009)
 - Avocado's from Mexico Recipe Contest, Grand Prize (2008)
 - Cake Mate "Mother of all Bake Sales" Grand Prize (2008)
 - National Cornbread Cook-off, Runner-up (2008)
 - Redwood Creek Campfire Classic (2008)
 - Manischewitz Cook-off, Regional Grand Prize (2007-2008)

- April 2007-present Cookbook Author/Freelance Writer/Blogger Las Vegas, Nv
- Publish and create original content for the food and recipe blog *Peanut Butter and Julie* (www.peanutbutterandjulie.com). To date, over 400 posts have been published.
 - Author of two cookbooks (Robert Rose Publishers, 2013): "175 Best Mini Pie Recipes" and "100 Best Decorated Cookies"
 - Publications featuring my writing and recipes include: *Everyday with Rachael Ray*, *Relish*, *Desert Companion*, *VIA*, *Sunset*, *Nevada*, and *Hannaford Fresh* magazines.

- September 2002-May 2003 American Express New York, N.Y. and Las Vegas, Nv

MARKETING MANAGER

- Consistently exceeded objectives of increasing Amex charge volume through marketing and loyalty programs and decreasing fraud and chargeback rates through executive training presentations.
- Worked with establishments to target operational cost-cutting opportunities through terminal fee and discount rate reductions, software and hardware options, and communications methods.
- Through presentations using establishment specific data, exhibited how the various cost-cutting measures, increased Card member loyalty, and chargeback/fraud reductions would increase overall profitability for the company.