



KIRSTEN TIBBALLS

CALLEBAUT
BELGIUM 1911
AMBASSADOR

INTERVIEW WITH KIRSTEN TIBBALLS
FOUNDER OF SAVOUR PASTRY SCHOOL

THE FUTURE IS DIGITAL

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"KEEP YOUR BUSINESS GOING IN THE REALITY OF COVID 19."



Kirsten Tibballs is a world-famous chef, offering with her Saviour pastry school hands-on offshore courses but primarily offline classes.

Because of the pandemic, Kirsten had to close her hands-on school. However, she has recorded a significant increase in the subscriber of the online classes: up to 3 times more views for her online channels and up to 30 times more subscribers for the online courses.

Even chefs and pastry chefs, which normally work crazy hours, have now some downtime, so they are taking the time to upskill, learn new techniques, submerge themselves in some new areas.

"MANY CHEFS FEEL THAT THE IMPORTANCE OF LEARNING IS UNPRECEDENTED. AND NOW IS THE TIME TO EMBRACE LEARNING AND EDUCATING YOURSELF, TO COME OUT ON THE OTHER SIDE WITH THE BIG BANG!"

SHARING ADVICE WITH PEERS: FOCUS ON DIGITAL SPACE

COVID 19 is revolutionizing Kristen chocolate & pastry school business, creating opportunities rather than threats.

"For my offshore courses, I was travelling a lot. All of that for me has been cancelled now, But I see a positive effect out of that! I can spend more time on my online business, and with my family." Moreover, Kristen now benefits from the advantage of having diversified her business from the start with offline and online courses.

Life after the lock down will also offer new possibilities: "I had planed for a long time to reduce the hands-on classes anyway." - so Kirsten - "I am going to reduce it. More and more people are embracing online rather than offline education - that is the big thing that will change, we will focus more on the digital space."

I ALWAYS CHANGED AND DIVERSIFIED WHAT I DO, AND THAT'S WHY I AM PROBABLY STILL GOING BECAUSE I WAS ABLE TO EVOLVE THE BUSINESS.

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LEARNINGS

Kirsten believes that the online space is critical to stay relevant and to build a network with consumers and other chefs.

"It is important to stay relevant and put your name out there," Kirsten told us, "to keep people engaged with your business and interested in what you're doing will be key to succeed when things are going back to normal."

She believes that the crisis will bring us back is re-inventing the classics rather than to create

Instagammable products.

"The trend is evolving towards more basic pastries" says Kirsten, "more appealing rather than something very technical - creating delights that people wanna eat, not necessarily something that pastry chefs want to replicate."

DESPITE HER OPTIMISM, SOMETHING IS INDEED DISTRESSING FOR HER. "IT'S AN UNPRECEDENTED TIME, AND IT IS A SHAME THAT IT CAME UP FOR EASTER NORMALLY A BIG MOMENT FOR CHOCOLATE" - SAYS KIRSTEN "I ALMOST FEEL, AS WE SHOULD, WHEN IT IS OVER, DECLARE: WE ARE RESURRECTING EASTER. I THINK THE CONSUMERS WILL BE ON BOARD WITH THAT AS WELL."



**KIRSTEN TIBBALLS
PASTRY CHEFS
SAVOUR PASTRY SCHOOL
AUSTRALIA**

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