



INTERVIEW WITH MARIKE VAN BEURDEN
PASTRY CONSULTANT AND AUTHOR

TAKE THE CHANCE TO GO DIGITAL

++++++
++++++
+++++

WANT TO KNOW HOW CONSUMERS ARE
ADAPTING THEIR BEHAVIOR DURING COVID 19
AND HOW TO ADAPT YOUR BUSINESS?
DOWNLOAD THE FREE HANDBOOK [HERE](#)

COVID 19
HANDBOOK
DOWNLOAD
NOW FOR
FREE



Marike van Beurden is a Dutch pastry chef. She has worked for international hotels all over the world. She started her own business as a consultant six years ago.

Marike earns her living in advising customers from around the world on pastry related topics and menu development, so a lot of travelling is involved.

After the lockdown, all her engagement have been put on hold.

SHE WAS ADMITTEDLY EXPECTING TO HAVE SOME SLOWDOWN, BUT SHE WAS QUITE SURPRISED WHEN "JOB AFTER JOB GOT CANCELLED", SAYS MARIKE.



Marike is taking the chance to use this imposed break for working on projects she already had in mind but never had the time to realise, and also to slow down. "I have been crazily travelling for five years, so I just took a few weeks off, taking time for myself". The job as a consultant is intriguing because you always have new projects". On the other hand, Marike is now also looking into other options.

She was already thinking for a long time on how she can expand her activity in something more physical, a pastry related store or production.

"Somehow, I was always too busy; the time was never there. Now I have the time to slow down a bit and work on new business plans." says Marike.

FIND MORE ADVICE ON HOW TO LET PEOPLE KNOW YOU ARE STILL IN BUSINESS DURING AND AFTER COVID 19 IN [THE FREE HANDBOOK](#)

I LOVE THE CONSULTING AND THE TRAVELLING, BUT I DON'T WANT TO TRAVEL LIKE THIS FOR MY WHOLE LIFE. I WOULD LIKE TO HAVE A BUSINESS WHERE YOU WORK WITH A TEAM AND NOT JUST BY YOURSELF.

+++++++
+++++++
+++++



She is also using the time off travel to work on her new book, a vegan pastry collection. But with the lock down many shops are closed, so she is facing new challenges: "Creating is never easy, but it is even more challenging now because you cannot get all ingredients you need".

She is using this time to reflect on her professional future. "It is a period of waiting but also of reflecting on what you really want to do." - says Marike " Of course, I'm afraid, I don't know when I'll have money coming in again, but then again, I try to see the bright side of it!"

She is ceasing the moment to improve her digital skills, having followed several web courses on how to deal with social media. "Surely things will change; I definitively have to get more exposure digitally. I was always too busy to do that."

**MY INSTAGRAM IS NOT UP TO DATE;
IN THE PAST I DIDN'T GET SOME CONSULTANCY
JOBS BECAUSE OF THAT.**

When she reflects about the future, she thinks that people might get more aware of what they eat, more sensitive to sustainability and about the origin of food. She expects a shift on what people eat and their vision on it, for example people going back to more specialized stores such as mills for flour.

Moreover, now that people have come back to the oven, she expects that they will evaluate more the trade-off between an evening at the restaurant or at home with friends.



Marike is going through a tough time. Nonetheless, she keeps a positive mindset.

We should all stay positive, without forgetting that we are allowed to have our ups and downs. We should stay motivated and we will all come out stronger and with some new ideas".

"I AM TRYING TO FOCUS ON THE BRIGHT SIDE, WE GOT A GIFT, A BREAK FROM OUR CRAZY BUSY LIFE, SO OUR BODY GETS TIME OFF TO RECHARGE."



**MARIKE VAN BEURDEN,
PASTRY CONSULTANT
BASED IN BARCELONA & HONG KONG
WEBSITE: WWW.MARIKEVANBEURDEN.COM**

+++++++
+++++++
+++++