# MLM Company Profile: Epicure Selections

**** Trademark of Epicure Selections

## Epicure Selections

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***Editor's Note:***
*Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites .**

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**Founding Story**
Epicure Selections has been in business since 1991 (in Victoria, Canada) and is proud to be 100-percent Canadian, family-owned, and a women-led company.

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Sylvie Rochette is the President and Founder of Epicure Selections. She wanted to spend more time with her family and provide them with wholesome and delicious meals that were quick and easy to prepare.

Sylvie Rochette began selling four spice blends from the back of her station wagon at trade shows and local markets. Due to its overwhelming success, Epicure Selections was created.

Epicure Selections offers the following quick facts:

*- In 1996, we created our catalogue division, Epicure Selections®, following a party plan direct sales model to distribute Victorian Epicure's™ quality products.*
*- Victorian Epicure Inc.'s Home Office production and distribution facility occupies 80 acres of designated Land*

*Reserve property on Vancouver Island.*
*- Created in 2007, The Epicure Foundation™ is a non-profit charitable division dedicated to enhancing the lives of Canadians through education and poverty relief, with a primary focus on supporting community initiatives and organizations working* (www.mlmlegal.com) *to improve food security in Canada.*

Epicure Selections offers the following historical milestones:

*1991 — In the Beginning. Sylvie Rochette begins a spice blend company, Victorian Epicure Inc., to distribute a unique line of 4 products at local markets and trade shows around southern Vancouver Island.*
*1997 — Birth of Epicure Selections™. Our catalogue division follows a party-plan direct sales model to distribute Victorian Epicure's™ (VE) 7 dip mixes, 9 spice blends, teas and accessories.*
*1998 — Our Growing Family. Independent Epicure Consultants attend Epicure Selections® first annual National Conference in Victoria, BC. Epicure Selections® introduces the Hostess Program and cookware in addition to 14 VE spice blends.*
*1999 — Team Epicure. VE's Home Team begins participating in the Canadian Breast Cancer Foundation's Run for the Cure. Epicure Selections® introduces a bimonthly newsletter to keep Consultants informed and recognize their achievements.*
*2000 — Sowing the Seeds. Epicure Selections® introduces fundraising folders for Consultants to raise money for local charities. VE products obtain Kosher certification and the product line grows to 19 global seasonings. Epicure Selections® includes cookware products in the Hostess Program.*
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*2001 — Celebrating Success. Victorian Epicure Inc. recognizes 10 years with an ever-expanding product line. Epicure Selections® celebrates four years in direct sales with our first Consultant incentive trip to New Orleans.*
*2002 — Building on Great Taste. Epicure's family of Independent Consultants continues to grow. The fifth National Annual Conference moves from the kitchen table to the boardroom. Epicure Selections® becomes a member of Imagine Canada, a non-profit organization that promotes the interests of Canadian charities through corporate philanthropy.*
*2003 — Through the Grapevine. Epicure buys 80 acres of designated Agricultural Land on Vancouver Island's Saanich Peninsula for VE's Home Office production and distribution facilities. We plant our first crop of 3,000 Pinot Noir vines. Epicure introduces the Thunderbird pin, recognizing our new Unit Leaders for their courage, perseverance, loyalty and grace.*
*2004 — Beyond Borders. Sylvie Rochette volunteers her services in Madagascar with Dentists without Borders and sponsors a large local family. Epicure Selections'® charitable contributions increase to 3.52 per cent of pretax profits. Epicure vineyard flourishes and VE product line expands. Home Office adds a second shipping and distribution warehouse. Epicure Selections® introduces the Caring and Sharing Award to recognize exceptional contributions of our Consultants.*
*2005 — Reaping what we Sow. First grape harvest. Epicure Selections® launches the Make Poverty History campaign, distributing bracelets and matching Consultants' November Food Bank contributions. Epicure Selections® increases charitable contributions to 5 per cent of pretax profits. Sylvie expands aid in Madagascar, sponsoring a medical dispensary for an entire village.*
*2006 — Cultivating Abundance. Epicure's family of Consultants grows. VE product line expands and transitions to*

*an exclusive line of VE cookware. Epicure Selections® offers three full catalogues per year along with nation-wide Product Launches. Epicure Selections® launches the Share your Abundance bracelet campaign to support the Canadian Association of Food Banks. Epicure Selections® reaches a new record for charitable contributions and sponsors our eighth child through World Vision.*
*2007 — Taking the Lead. Victorian Epicure Inc. and* (www.mlmlegal.com) *Epicure Selections® formally launch the Corporate Social Responsibility program, ensuring we conduct business with social and environmental accountability. Home Office implements a comprehensive recycling and waste management program and begins several species and ecosystem restoration projects on our property. Victorian Epicure Inc. announces Epicure Foundation™, a charitable division dedicated to supporting community initiatives through funding and in-kind donations. Epicure Foundation™ launches our first annual Community Initiative National Grant Program. Epicure Selections® celebrates its 10th Anniversary.*
*2008 — The Gift of Epicure™. Epicure Foundation's™ Community Initiative National Grant Program allocates more than $40,000 in funding and in-kind donations to grassroots food security initiatives across Canada. Victorian Epicure Inc. launches Epicure Services division to best meet the needs of our growing Epicure family. The Saanich Peninsula Chamber of Commerce recognizes Victorian Epicure Inc.'s commitment to offering an outstanding work environment with the 2008 Employer of the Year Crystal Award for Business Excellence. Epicure vineyard hosts FarmFolkCityFolk Society's annual Feast of Fields event to educate the public about local food sources.*
*Today — Soaring Success. The Saanich Peninsula Chamber of Commerce again recognizes Victorian Epicure Inc.'s outstanding business achievements and commitment to providing an exceptional work environment with the 2009 Business of the Year and 2009 Employer of the Year Crystal Awards for Business Excellence. Victorian Epicure also won the Business of the Year (76+ employees) at the Victoria Chamber of Commerce 2009 Greater Victoria Business Awards. Now, with more than 190 VE spice blends and cookware products, over 6000 Independent Epicure Consultants nationwide and more than 160 Home Team Members, we look back on our milestones with pride and look forward to future contributions to the lives and communities of Canadians with confidence, commitment and excitement.*

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**Impact on the Industry**
Epicure Selections is a member of the DSA, the BBBOnline, Imagine Canada, and the DSWA.

**Discussion of Products**
Epicure Selections initially offered four spice blends, but now manufactures and markets more than 190 spice blends, recipe selections, and cookware.

**Discussion of Opportunity**
In order to join Epicure Selections, a prospective consultant must contact a sponsor in their area, connect with the sponsor, and then fill out the online agreement form. Consultants receive a complete starter kit and Super Quick Start Training Program, expert training through seminars and weekly training teleconferences, Home Team Support that provides training materials, newsletters, and business tools, and guidance on Canadian (www.mlmlegal.com) legislation.

Consultants also receive rewards and recognition, such as a generous compensation plan, promotions, luxury incentives to vacation destinations, print recognition, and the opportunity to attend the National Annual Conference.

**Discussion of Distributor Base and Sales Volume in U.S.**

Epicure Selections utilizes a party-plan direct sales model and has thousands of consultants across Canada. Epicure Selections states that it is the fastest growing company in Canda.

The company states the following success:

*Our growing Epicure family now includes and benefits* (www.mlmlegal.com) *more than 6,000 Consultants, over 160 Home Team Members and thousands of Hostesses and Customers across the country.*

Company Website: http://www.epicureselections.com/en/

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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