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ABOUT US



A B O U T F O O D A L G O R I T H M

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WE ARE FOOD ALGORITHM

A foodie agency for foodie companies

We've traveled the world for food, we come from the restaurant, food + beverage industries and we know a thing or two about marketing.

Put that together and what do you get?

A prestigious, global, creative, digital + strategic design agency with extensive knowledge of your industry — what works, what doesn't and a whole lot of imagination.



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OUR SERVICES

FULL-SERVICE DIGITAL + STRATEGIC DESIGN AGENCY

We offer creative + innovative 360°
marketing solutions for the food +
beverage industries

O U R S E R V I C E S

SOCIAL MEDIA MARKETING

STRATEGIC DESIGN

PR, INFLUENCE + EVENT

DIGITAL MARKETING

HOSPITALITY CONSULTING

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O U R S E R V I C E S

SOCIAL MEDIA MARKETING

Purpose-driven solutions that drive meaningful results

Your social presence is key to increasing conversion, and we know how to manage it. We take care of everything, so you can focus on what you do best.

Marketing / Content strategy

Social media management

Community management

Social & review platforms

Management + Optimization

Google business listing management

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O U R S E R V I C E S

STRATEGIC DESIGN

Holistic and multi-disciplinary approach to create emotional connection with customers

Turning ideas into brands that convert. Our team doesn't think outside the box, they get rid of it entirely.

Branding / Rebranding

Graphic design

Content creation

Ads creation

Photography / Video

Web design + development

O U R S E R V I C E S

DIGITAL MARKETING

Attract and convert your audience

Our process is all about you. We develop strategies based on your needs and we constantly optimize those strategies to multiply client touchpoints and maximize your ROI.

Digital strategy

Website — ecommerce

SEO

Email marketing

Smart behavioral marketing

Digital advertising

Wifi marketing

Audit / Performance analysis

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OUR SERVICES

PR, INFLUENCE + EVENT

AMPLIFY YOUR VOICE

We creatively connect you to influential foodies on social media, blogs and in specialized press to increase your visibility.

One-off PR services

Ongoing PR Services

Influencer campaigns and management

Event management

Affiliate marketing

O U R S E R V I C E S

HOSPITALITY CONSULTING

MAXIMIZE YOUR EFFORTS AND INCREASE YOUR PROFITABILITY.

We will help you improve your operating performance and achieve your sales goals with our expert industry advisor.

Operational consulting

Rebate and kickback programs

Grants and subsidies

Menu & recipe optimization and development

Growth and expansion strategies

Franchising strategy

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Michael Roman
PRESIDENT + CO-FOUNDER



Ashley Roman
CREATIVE DIRECTOR + CO-FOUNDER



Stephanie Fillon Ravussin
AGENCY DIRECTOR



Christopher Hearn
FINANCIAL DIRECTOR



Katelyn Hodgson
PR / INFLUENCE ACCOUNT MANAGER



Federico Bellini
SOCIAL CONTENT CREATOR



Louis Chevallier
ACCOUNT MANAGER



Sophie Jean-Paul
SR GRAPHIC DESIGNER / WEB DESIGN



Kalin Poirier
SR GRAPHIC DESIGNER



Carolyn Fabre
GRAPHIC DESIGNER

OUR TEAM

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OUR 360° APPROACH



Great marketing requires consistency. That's why we've developed a 360° online strategy with our most popular and effective services for proven results.

This bespoke strategy using services tailored to you, your brand + your target market will maximize your ROI.

OUR SERVICES

OUR PROCESS

This customized 360° marketing strategy will help you achieve your goals with ease.



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OUR WORK

THE PROOF IS IN THE PUDDING

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LA SOBREMESA

BRIEF

Warm and intimate Spanish wine bar where friends can enjoy conversation and good company over a glass of wine

CHALLENGE

Create a visual identity that is loyal to Spanish style and tradition, that is equally appealing to the young and trendy as it is to old lovebirds.

DESIGN TONE

Warm, Rustic, Sophisticated, Trendy, Relaxed



APPROACH : 360°

Website hosting, creation and design + Social media management + Community management + Digital advertising + Newsletter + Graphic design + Influencers + Wifi Portal + Birthday Club + Photoshoot

CHEESUS

BRIEF

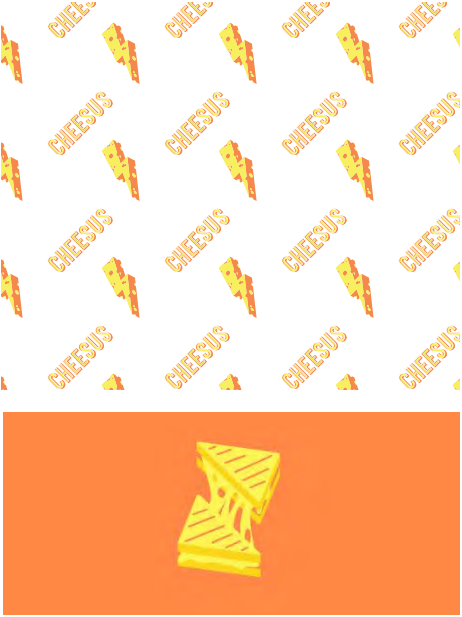
Cheesus is your childhood in a quick service concept located at Mont-Tremblant. Focused on grilled cheese sandwiches and soups. Tasty classics that bring back the nostalgia of your youth.

CHALLENGE

Develop a brand identity and a strong, offbeat personality that appeals to a wide audience of consumers who want to share a pleasant moment with friends or family around comforting dishes.

DESIGN TONE

Playful, Funny, Quirky



BRAND CREATION
NEW BUSINESS DESIGN
ESSENTIALS PACKAGE

EL SANTO PERDIDO

BRIEF

Elevated Mexican concept that serves authentic Mexican tacos and beverages.

CHALLENGE

Develop the spiritual/mysterious tone through the design while keeping a Mexican touch and bring a neat and elevated experience.

DESIGN TONE

Mysterious, witty, daring, bold



POSTRES	DESSERTS
CHURROS Churros maison servis avec des trempèttes sucrées	\$ 9.00
DULCE DE LECHE CRÈME BRULÉE Crème brûlée	\$ 10.00
CREMA DE CHOCOLATE Chocolat noir épicé à la cannelle et au piment d'Alep servi avec de la crème fouettée garnie de copeaux de chocolat et de cannelle	\$ 10.00
PLATANOS VIEJOS Platanos poêlé à l'huile de coco avec sucre de coco, cannelle, sel de mer et crème fouettée au coco	\$ 10.00
ICE CREAMS Boles fraîches mélangées au Grand Marnier et à la menthe garnie de crème fouettée et de poudre de caramel	\$ 12.00



BRAND CREATION
NEW BUSINESS DESIGN ESSENTIALS PACKAGE

HAVEN

BRIEF

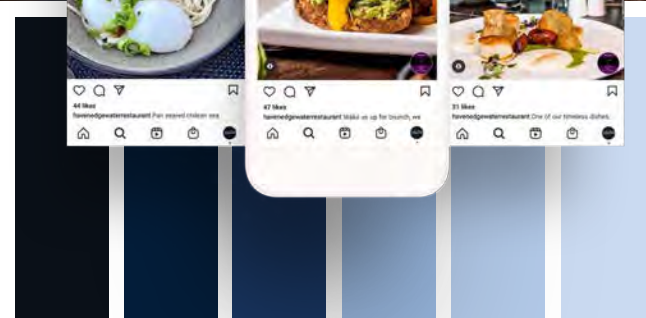
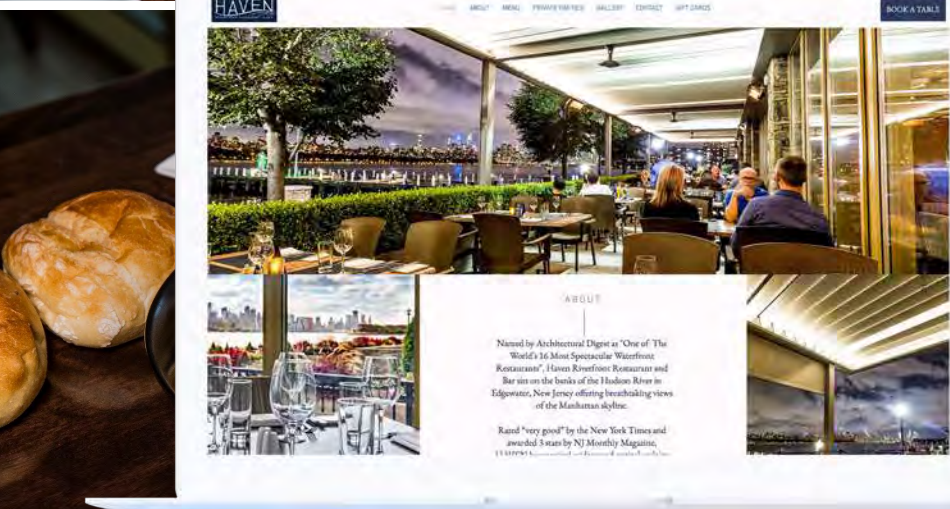
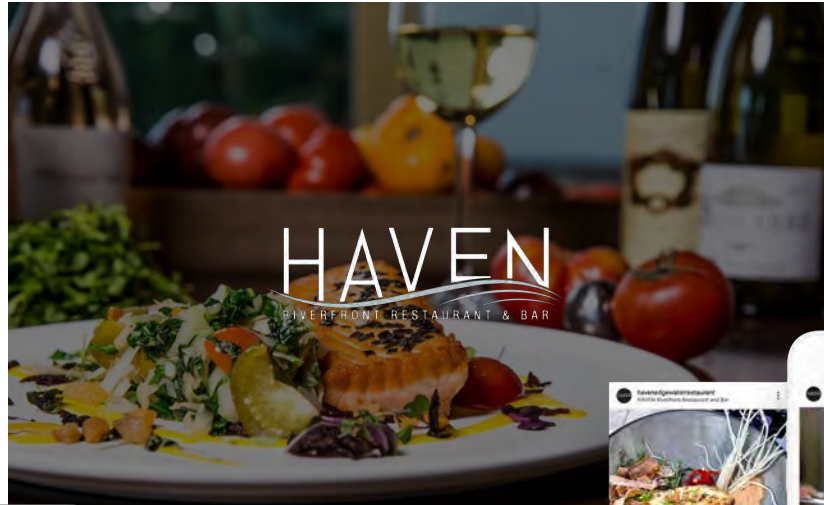
Award-winning riverfront restaurant with elegant style and modern New American cuisine

CHALLENGE

Increase brand awareness and conversion through a new website, online advertising and social media management

DESIGN TONE

Trendy, accessible, elegant and classy



OUR APPROACH: 360°

Website hosting, creation and design + Social media management + Community management + Digital advertising + Newsletter + Graphic design + Influencers + Wifi Portal + Birthday Club + Photoshoot

A FEW RESULTS

39.4%

INCREASE IN REVENUE
OVER ONE YEAR

CTR
+7.4

0%

LA PANTRY PAR DANY BOLDUC

BRIEF

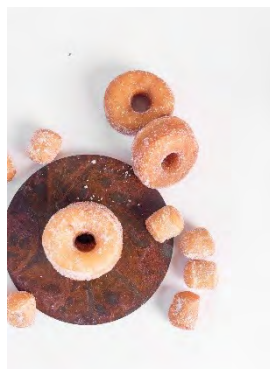
The essence of the H4C by Dany Bolduc - Fine grocery and fresh produce concept, prepared and packaged on site.

CHALLENGE

Create a space and identity that feels like walking into the Chef Dany Bolduc's pantry, all while embracing a laidback vintage style that speaks of general stores and simpler times

DESIGN TONE

Vintage, Creative, Warm, Refined, Laidback



OUR APPROACH : 360°

Website hosting, creation and design + Social media management + Community management + Digital advertising + Newsletter + Graphic design + Influencers + Wifi Portal + Birthday Club + Photoshoot

A FEW RESULTS

80% INCREASE IN REVENUE
OVER 3 MONTHS



LE P'TIT ROUX

BRIEF

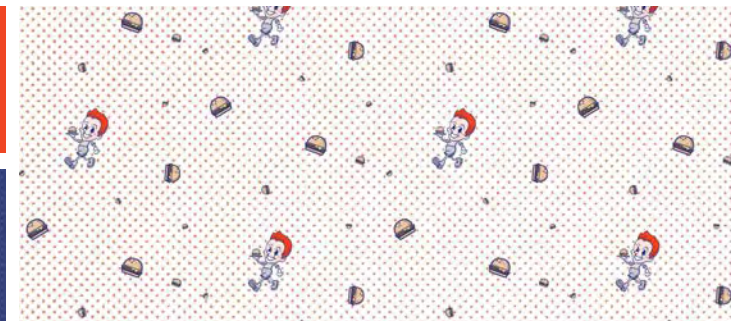
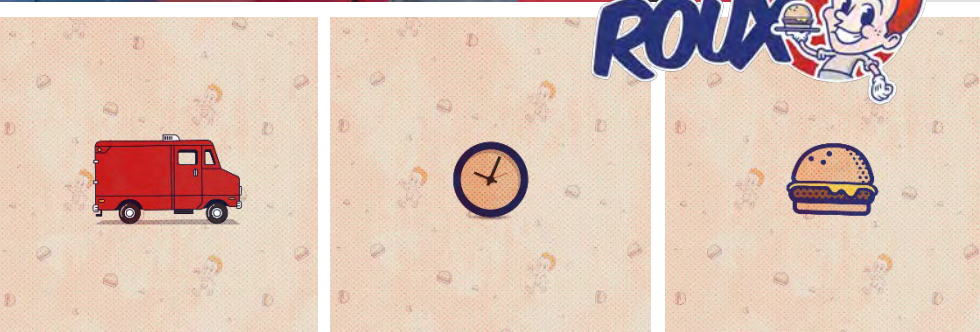
Everyday food concepts using fine dining techniques and ingredients with a playful twist that brings back childhood memories

CHALLENGE

Develop a brand and mascot logo that will appeal to a wide range of individuals across generations

DESIGN TONE

Nostalgic, fun, playful, accessible and high quality



BRAND CREATION
NEW BUSINESS DESIGN ESSENTIALS PACKAGE

PICCOLINA

BRIEF

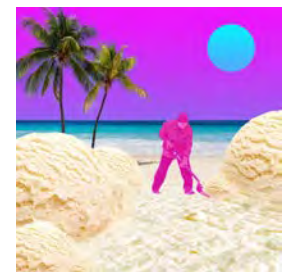
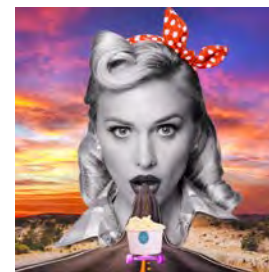
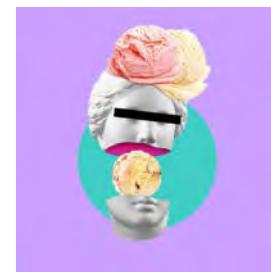
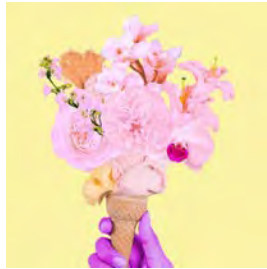
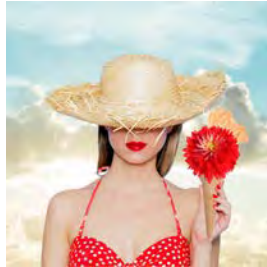
Italian Gelato store with 2 locations in the Toronto area. Piccolina offers a large range of craft Italian gelato and other delicious treats.

CHALLENGE

Increase brand awareness and conversion through online advertising and social media management

DESIGN TONE

Fresh, smart, fun + playful



Our approach

Social media management + Community management + Digital advertising + Newsletter + Graphic design + Influencers + Wifi Portal + Birthday Club + Photoshoot

SHINYI - HANDMADE DUMPLINGS

BRIEF

Support the re-launch, post Covid, for this unique Toronto restaurant that serves some of the best dumplings and authentic Chinese cuisine in the heart of the city.

CHALLENGE

Optimize the operational side of the company - Build brand awareness, ensure visibility of the restaurant and its specific offering, attract, convert and retain customers to increase sales quickly.

DESIGN TONE

Innovative, Authentic, Colourful, Inviting + Playful



OUR APPROACH : 360°

360° Approach, Public Relations, Restaurant Consulting, Social Media, Influencer management, Content Creation, Digital Ads

A FEW RESULTS

+167%
OF ACCOUNTS ENGAGED

+313%
OF ACCOUNTS REACHED

485
AVERAGE
ENGAGEMENT PER
POST

+121%
TOTAL FOLLOWERS
WITHIN LESS THAN
ONE MONTH

CONTENT CREATION PHOTOGRAPHY

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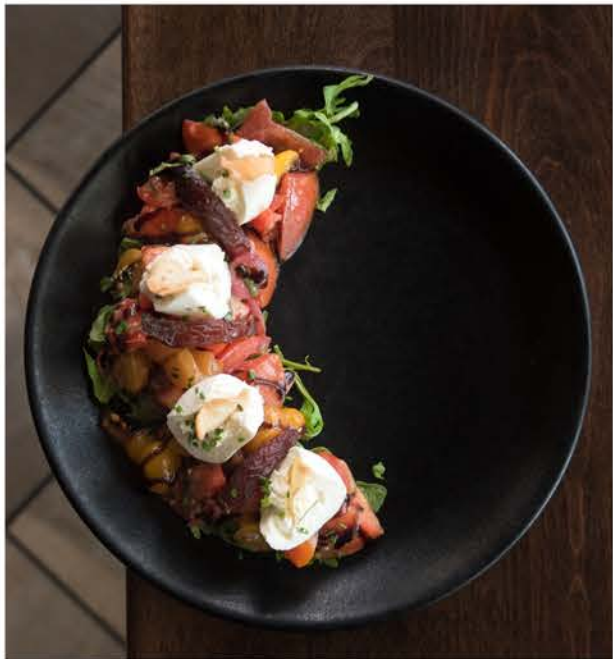






















CONTENT CREATION VIDEOGRAPHY

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A FEW OF OUR CLIENTS

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THANK YOU