

JHP launches first online food-writing course

Cape Town-based brand performance and training company JHP, known globally for its JHP Gourmet Guide and SA's respected plate rating, has transformed and expanded their introductory food-writing course. The online version allows people to upskill during the lockdown, and to savour gourmet armchair travels.



Victor He via [Unsplash](#)

A series of eight chapters cover the basics of food writing for a variety of mediums, plus fun chapters like *Fifty Shades of Flavour*, in which delegates will be encouraged to expand their vocabulary beyond delicious and tasty when describing dishes. Interviewing, reviewing, editing and personal marketing will be part of the mix. From preparation to portfolio building, pitching to publishing with loads of anecdotes, it will provide practical tips and confidence-building along the way.

A limited number of applicants will be accepted to ensure individual attention and feedback, plus be given the opportunity of having their work published in the quarterly, online Gourmet Guide magazine.

Delegates will get feedback on every assignment, they will be certified after successful completion of the course and they will receive a copy of Raise your Profile and the 2020 JHP Gourmet Guide.

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