

WOMEN IN THE FOOD INDUSTRY · APRIL 2026

Turn Your Story **Into Sales.**

Practical AI Content Tools for Food and Drink Brands

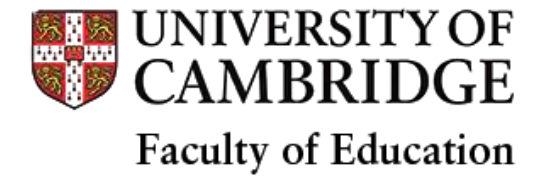
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INSIGHTS

Our Company:

We are an AI upskilling and research company focused on delivering the potential of AI training to clients across the UK/EU.

Our goal is to accelerate the ethical use of AI for millions and transform the way we work by bridging the skill gap required by 2030 & beyond

Trusted by:



ABOUT YOUR WORKSHOP LEADER

Meet Padebi Ojomo

24K+

Entrepreneurs trained

15+

Years in digital marketing

- TEDx Speaker
- HeyGen UK Ambassador
- Meta Certified Lead Generation Trainer
- Featured: BBC, The Guardian
- Founder: The GPT Club (gptclub.uk)



What We're Covering

01 Your Story is Your Biggest Asset

5 mins Why brand storytelling is the launchpad for all AI content.

03 Train AI in Your Brand Voice

15 mins How to brief AI so it writes like you, not a robot.

05 From Story to Sales Content, Live

5 mins A complete workflow built in the room together.

02 Know Your Tools

10 mins Five AI tools built for food and drink founders at every level.

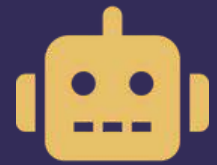
04 Brand Voice Brief Exercise

15 mins Create your brand voice template before putting AI to work

06 Your Three Next Actions

5 mins Three steps matched to your own business.

3 Things AI Can Do for Your Food Business Today



Save Time

Automate repetitive tasks in content, customer comms, and admin.



Create Content

Generate product descriptions, social posts, and campaigns in minutes.



Grow Faster

Reach more customers with consistent, on-brand messaging at scale.

The Ethics Conversation

Ask these 3 questions before you use any AI tool:



What data am I feeding it?

Recipes, customer info, brand voice, supplier data.



Where does that data go?

Understand privacy settings, storage, and third-party access.



Am I training it on my own IP or someone else's?

Protect your original content and avoid using others' work without permission.

How to Train AI on Your Own Data



Use your own content

Feed AI your menus, product copy, brand story, and past posts.



Build your brand voice

Create a custom GPT or Claude project trained on how you write and speak.



Know the difference

Prompt input is not the same as training data. Understand your tool's privacy settings.



Protect sensitive information

Keep customer data, supplier contracts, and financial details out of public AI tools.

01

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Your Story is Your Biggest Asset

Your brand story is the one thing AI cannot copy. It comes from you. Your journey, your why, your product.

AI amplifies what already exists. Without a clear story, AI content sounds like everyone else.

Food and drink is emotional. People buy the story before they buy the product.

The brands winning online right now have one thing in common. They know who they are and AI helps them say it louder.

Before we open the tools, we lock in the story.

02

Know Your Tools

Five AI tools built for food and drink founders. No enterprise software. No steep learning curve.

- | | | |
|-----------|-------------------------|--|
| 01 | ChatGPT / Claude | Caption writing, email copy, product descriptions |
| 02 | Canva AI | On-brand visuals, product mockups, social templates |
| 03 | HeyGen | AI video content in your brand voice, no camera needed |
| 04 | Gamma | Create a pitch deck from a single prompt. |
| 05 | JotForm | Automate your Instagram and Facebook DMs |

Train AI in Your Brand Voice

HANDS-ON EXERCISE

- Step 1** Write your brand identity. Your mission, your values, and what makes you different.
- Step 2** Describe your ideal customer and their biggest frustration with food and drink brands.
- Step 3** Define your voice and tone. Include what you never say.
- Step 4** Paste all of this into your AI tool as your brand voice brief. Ask it to write a caption. Compare results.

BRAND VOICE BRIEF · AI Content Template for Food and Drink Founders

Context Category	Question	Your Answer
Brand Identity	What is your brand's core mission or purpose?	<i>To bring [your product] to people who care about where their food comes from and how it makes them feel.</i>
	What values or non-negotiables guide how you show up publicly?	<i>Authenticity over polish, quality over volume, story over sales pitch.</i>
	What makes your brand different from others in your industry?	<i>We're the only [type of business] in [region] that [specific differentiator].</i>
Audience Context	Who is your ideal customer?	<i>Food-conscious buyers aged 28–45 who read labels, follow food founders, and buy with intention.</i>
	What are their common frustrations or desires related to your product?	<i>They're tired of generic brands with no story. They want to know the person behind the product.</i>
Voice & Tone	Describe your preferred emotional tone and voice in content.	<i>Warm, honest, and confident. Like a founder who knows their craft and isn't afraid to show it.</i>
	Are there any phrases, styles, or types of language you absolutely avoid?	<i>Overly salesy language, vague health claims, and anything that sounds like a supermarket press release.</i>
Platform Strategy	Which platforms will you use this content on?	<i>Instagram, email newsletter, and TikTok.</i>

04

From Story to Sales Content, Live

One complete workflow. Built in the room. Yours to take away.



Each step uses one of the five tools already in your toolkit.

Lets test an AI Tool

Based on the brand voice brief you just completed, use the PAS framework to generate 5 content ideas for your food or drink brand.

For each idea, include 3 bullet points covering the Pain, Agitation, and Solution.

Your Three Next Actions

Do these this week. Not next month. This week.

01

Write your brand voice brief.

Three words. One sentence about your customer. Save it somewhere you can paste it into any AI tool.

02

Create one piece of content using AI today.

A caption, a product description, or an email subject line. Use your voice brief. See the difference.

03

Connect with us on Instagram

We share weekly tips on practical ways to use AI for your business

Q&A

Want to start using AI for your business?

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