

# SYNERGIES WITH RESTAURANTS (OR CHEF TESTIMONIALS)



AgriXPlainer

## Description of the activity

- Creating synergies with restaurants and obtaining testimonials from chefs can significantly enhance the credibility and appeal of agri-food products as ingredients.
- Collaborating with renowned chefs and popular restaurants allows you to showcase your products in a culinary context, demonstrating their quality, versatility, and taste.
- These partnerships can involve featuring the products in menu items, organizing joint events, and gathering authentic testimonials from chefs about their experiences with the products.

## Easy operations to be replicated

1. **Identify potential partners:** Select chefs and restaurants that align with your brand's values and have a strong reputation for quality and culinary innovation.
2. **Develop partnership agreements:** Establish clear terms for the collaboration, including how your products will be featured, promotional activities, and the use of testimonials.
3. **Create signature dishes:** Work with chefs to develop exclusive menu items that highlight your products. Ensure these dishes are prominently featured and promoted in the restaurant.
4. **Gather chef testimonials:** Conduct interviews with the chefs to capture their genuine feedback and experiences with your products. Record these testimonials in both written and video formats.
5. **Promote the collaboration:** Share the chef testimonials and details of the restaurant partnership across your marketing channels, including your website, social media, and email newsletters.
6. **Organize special events:** Plan events such as tasting sessions, cooking demonstrations, and farm-to-table dinners that feature your products and the partner chefs. Invite media and influencers to maximize exposure.

## Expected outcomes

Purpose	Added value	Target Audience
Enhance the credibility and visibility of your agri-food products through authentic endorsements from respected chefs and restaurants.	Increased brand recognition and trust, leading to higher sales and stronger customer loyalty.	Food enthusiasts, consumers, industry professionals, and media interested in high-quality, innovative food products.

## Type of experts to be involved

- Chefs
- Restaurant owners
- Marketing specialists
- Videographers and photographers

## Requirements

Geographical requirements	Type of products	Legal requirements
While local collaborations can strengthen community ties, partnering with nationally or internationally recognized chefs and restaurants can broaden your product's appeal.	Focus on creating diverse content, including chef testimonials, recipe videos, and behind-the-scenes footage of the collaboration.	Develop clear agreements outlining the terms of the partnership, usage rights for testimonials, and promotional activities.

## Tips & tricks/successful case study

1. **Choose the right partners:** Select chefs and restaurants that not only have a strong reputation but also align well with your brand's image and values.
2. **Highlight unique qualities:** Ensure the testimonials and collaborative dishes emphasize the unique qualities and benefits of your products.
3. **Engage your audience:** Use interactive content such as live cooking demonstrations and Q&A sessions with chefs to engage your audience.
4. **Leverage multiple platforms:** Share the content across all available marketing channels to maximize reach and impact.

5. **Maintain long-term partnerships:** Foster ongoing partnerships with chefs and restaurants to continually feature your products and keep your brand top-of-mind.
- 

*The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



Co-funded by  
the European Union