

SYNERGIES WITH CHEFS



AgriXPlainer

Description of the activity

- **Chefs** can be a valid support for your farm, considering that they can valorize how to use your main ingredients and transform them into outstanding recipes
- Synergies with chefs is an action that can both valorize your products and their restaurants in an action of co-branding. The restaurant will increase its reputation by including sustainable, local and valuable products in their menus, the farm will increase its reputation in terms of tastiness, versatility, and usability in cuisine of its products.

Easy operations to be replicated

- Identify a set of chefs that convey similar values to the one of your brand (for example, attention to the food sustainability, with a strong root in the territory or based on exclusive and rare food offer, capacity to promote the content also through his social media and communication channels etc.)
- Pre-interview them and identify the one that fits best with the synergy and availability in using your food product
- Co-design with chefs 1 or more recipes that valorize your key product
- Create a digital material for the promotion of the recipe. It's highly recommended to videotape the chef preparing the recipe. Anyhow, also a well reported photo session with the main instructions to replicate the recipe works very well.
- Share the materials through the online channels of your company and agree with the chef to do the same

Expected outcomes

Purpose	Added value	Target Audience
<p>the synergy with chefs have the purpose to promote both your company and the restaurant of the chef. It's an action of co-branding</p>	<p>Differently from other promotion proposals, this one focus on how to use your product in cuisine with a specific accent on the peculiarities of the chef selected (ie, attention to the territory, sustainability, haute cuisine etc.)</p>	<p>The target audience are your general consumers who can replicate the recipe at home. Additionally, the customers of the chef can learn about your product through the insertion of the ingredient in the menu.</p>

Type of experts to be involved

- Videomakers
- Photographers
- Chefs
- Social media and website managers

Requirements

Geographical requirements	Type of products	Legal requirements
<p>It's suggested to promote the recipe at the local level, anyhow, this is not strictly needed. A chef which is famous at national level can further promote the purchase of your product also nationally through your e-commerce.</p>	<p>We suggest you to adopt one unique product. You should select a product which can be easily bought also through your online channels.</p>	<p>We suggest you to have a common memorandum of understanding with your chef depending on the number and significance of synergies accepted in the common promotion.</p>

Tips & tricks/successful case study

1. Identify common synergies and mutual advantage both for the chef and your company
2. Ensure that the chef will adopt the recipe in his restaurant mentioning the name of your company. Explain to the chef that mentioning local products can also improve the perception in front of his customers.

3. Provide to the chef indications for encouraging their customers in taking part to educational tourism in your farm
4. Adopt the maximum of your dissemination channels to promote the chef's restaurant
5. Encourage further participation of the chef in your company or viceversa. The chef's may be for example the special guest of dedicated cooking classes in your farm, with a mutual income for the initiative, or dinner with a social value including his special participation.

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