

SYNERGIES WITH RESTAURANTS (OR CHEF TESTIMONIALS)



AgriXPlainer

Description of the activity

Synergies with Restaurants or individual chefs can highlight the quality, freshness, and sustainability of the farm's products. It can happen through chef endorsements or by featuring these products on restaurant menus. These collaborations serve to increase brand visibility and build credibility, as they demonstrate the versatility and superior taste of the products in a real culinary setting. Additionally, they provide an effective way to attract new customers, strengthen the firm's connection with local communities, and create a trusted reputation by associating with well-known chefs. This strategy also helps to educate consumers on the value of sourcing locally grown, high-quality ingredients.

Easy operations to be replicated

- **Chef Endorsements:** partner with local chefs to promote your products on their social media channels or at events.
- **Farm-to-Table Events:** organize dinners or tasting events where chefs use your farm's produce to create special menus.
- **Recipe Collaborations:** work with chefs to create and share exclusive recipes featuring your farm's products.
- **Product Showcases in Restaurants:** supply local restaurants with your produce and ensure it is highlighted on their menus as a featured ingredient.
- **Farm Tours for Chefs:** invite chefs to visit your farm, creating opportunities for testimonials and stronger partnerships.

Expected outcomes

- **Increased Brand Visibility:** Partnering with chefs and restaurants will introduce your products to a broader audience.
- **Higher Sales:** By showcasing your products in real culinary applications, you can drive consumer interest and increase demand.
- **Stronger Community Connections:** Collaborating with local restaurants helps build ties within the community, fostering loyalty to your brand.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> promote the quality, freshness, and sustainability of an agricultural firm's products by leveraging the reputation and influence of chefs and local restaurants. 	<ul style="list-style-type: none"> building trust and credibility through chef endorsements reaching a wider audience differentiating your brand by highlighting product quality 	<ul style="list-style-type: none"> potential new costumers (clients of the restaurants and/or followers of the chefs) clients

Type of experts to be involved

- chefs
- videomakers
- photographers
- digital strategists
- event organizers

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> No specific geographical requirements is needed 	<ul style="list-style-type: none"> branded menus pop-up restaurant events other types of collaborations 	<ul style="list-style-type: none"> Be sure to respect authors' images copyright.

Tips & tricks/successful case study

- Choose chefs who share your values and promote quality.
- Offer exclusive or seasonal products for special menus.
- Have chefs share your products online to expand your audience.

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