

HONORING THOSE WHO MAKE EVERY DAY DELICIOUS

CHEFS APPRECIATION WEEK/DAY PROMOTION **START-UP SHEET**

PROMOTION OVERVIEW:

Every delicious dish we enjoy and every unique flavor we experience results from talented professionals who use their skills and passion to serve great food to their guests. **International Chef Appreciation Week (October 17-21, 2022)**, and more specifically, **International Chefs Day (October 20, 2022)**, celebrates the incredible work chefs do to make every meal a memorable and extraordinary experience.

Observed worldwide, **International Chefs** Day was established by Dr. Bill Gallagher, a renowned master chef and former president of the World Association of Chefs Societies (**Worldchefs**), in 2004. Since then, it has become an annual celebration of chefs everywhere, focusing on healthy eating and the development of the next generation of chefs.

Chef Celebration Week - Honoring Those Who Make Every Day Delicious is an engaging promotion designed to honor the people who make our meals delicious every day. This tribute promotion includes everything you need to honor your culinary professionals all week long, emphasizing **International Chefs Day on October 20, 2022**. Highlighting the promotion is a signature menu of delicious dishes created especially for this event. Also included are advertising and marketing materials to drive participation and fun activities to generate engagement and excitement among students. **Honoring Those Who Make Every Day Delicious** is guaranteed to be a celebration of great food, talented people and heartfelt tributes.



TIMING:

CHEF CELEBRATION WEEK runs from
October 9 to October 21, 2022.

INTERNATIONAL CHEFS DAY is
October 20, 2022.

This promotion is intended to be hosted as a two-week-long celebration, emphasizing **INTERNATIONAL CHEFS DAY** on October 20. We recommend discussing this important event with your client and team and deciding what works best for the campus and the dining program.



CHEF CELEBRATION WEEK // OCT 9-21



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WHY HOST A CHEF APPRECIATION PROMOTION?

This promotion provides an excellent opportunity to build a positive connection with students by showcasing the tremendous skills and talent of your chefs and culinary team. It also demonstrates the quality and variety of your dining program while breaking the monotony often associated with campus dining. Specifically, **Chef Celebration Week - Honoring Those Who Make Every Day Delicious** helps you:

REINFORCE with students the value, variety and appeal of being on a meal plan

GENERATE interest among students, faculty and staff not currently on a meal plan

INCREASE customer satisfaction while showcasing the many qualities of your dining program and talented team

MENU:

Chefs and culinarians go hand in hand with great food. While this promotion is about saluting your talented culinary team, delicious food is a must to ensure a successful event. Use your best ideas and don't be afraid to get creative! Be sure to share your creations on social media, such as Instagram.

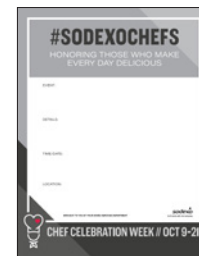
TOOLS:

Chef Celebration Week - Honoring Those Who Make Every Day Delicious is supported with a portfolio of print and customizable electronic tools you can use to create awareness and drive participation in your promotion. Feel free to tailor these tools to feature your chef's photo and name. You have all the resources you need to capitalize on this special event, from posters and napkin inserts to digital screens and social media artwork and messaging.

Please visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote **Chef Celebration Week - Honoring Those Who Make Every Day Delicious**.



Event Mini Poster



Time/Date Poster



Tear Off Sheet



Large Napkin Insert



Small Napkin Insert



Border Sheet



Digital Screens



Social Media Files with Animated Post and Templates for Customization

*Publisher templates included for customization





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PROMOTION ACTIVITIES:

To engage students in your **Chef Celebration Week - Honoring Those Who Make Every Day Delicious** promotion, we've provided a few fun and exciting activities to use on individual days during the week or combined as part of a single, day-long celebration.

To access marketing materials for each of the following activities, please visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link**. You'll find Additional Promotions Marketing Templates to promote **Chef Celebration Week - Honoring Those Who Make Every Day Delicious**.

▪ SELFIE SALUTE TO OUR CHEF

Invite students to show their appreciation for your chefs and culinary team by snapping a selfie while holding a sign with a personal message. Ask them to use the hashtag **#SODEXOCHEFS** and share it on their social media platforms.

▪ TIKTOK TRIBUTE

TikTok is very popular with Gen Z. Inspire creativity and kind words by asking students to create a TikTok compilation with their friends, like the 'Pass the Phone' trend, to each share their appreciation to the chefs and culinary team. Have them use the same hashtag, **#SODEXOCHEFS**, so that the videos are easy to find and share!



▪ TURN THE TABLES ON THE TEAM

Give your talented chefs and culinary team members a break from cooking and have members of management prepare a special meal in honor of the occasion. Prepare and serve chef favorites to show how much you appreciate their work. If preparing the meal is not possible, order a gourmet meal from catering or a local restaurant for all to enjoy.

▪ HEAPING PRAISE ON THE PROS

Tear off some of the 4" x 6" papers from the paper pad in your kit and place them on every table and ask students to write praises for your chefs and culinary team for a great job meeting everyone's needs. Place a large, decorated container at the entrance/exit to the dining area to collect the completed papers. Each evening, post the comments on a large bulletin board for everyone to read and enjoy the next day – especially your chefs and culinary professionals.



Tear Off Sheet





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PROMOTION ACTIVITIES, continued:

▪ GLOBAL GOODIES GRAB BAG

Sometime during your Chef Celebration Week, in recognition of the worldwide scope of this event, create small “goodie bags” for students to take with them and enjoy. Select items with a global flavor to include in the bags, such as tortilla chips, Greek yogurt, Belgian chocolate, Japanese candies and international sparkling water. The combinations are endless. Include a card letting your students know the bags are your gift in honor of **Chef Celebration Week**.

▪ MEET THE CHEF

Use digital screens in the dining area to recognize your talented chefs and culinary team members. Create multiple slides for each person featuring their name, photo, title and a brief bio. Be sure to highlight your entire team and rotate the featured segments throughout the promotion week. **As part of this activity, use the customizable tools provided in the promotion tools to recognize your talented culinary team by sharing on Instagram and other social media platforms.**



Digital Screens

▪ MAKE OUR CHEF PROUD

Ask for teams of students to volunteer their time and talent to take part in a culinary competition in honor of your chefs and team. Give each group the same ingredients (or prepared items) and ask them to show their creativity in making a featured meal within a specified time. Have your chefs and other staff members serve as judges for the event while enjoying what is sure to be a fun and crazy event of culinary mayhem.

▪ OUR CHEF TAKES THE CAKE

During dinner on International Chefs Day, arrange to have a giant, decorated cake wheeled into the dining area in front of all your chefs and culinary team members. Before the cake makes its appearance, introduce your talented team so students can show their appreciation. Have the cake sliced and served to everyone as dessert for the evening.



Weekly Planner

Use this Weekly Planner to organize your featured menu for the entire week. This will help to visualize what flavors you will be highlighting, and to make sure a wide variety of dishes will be utilized.





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STAFF ACTIVITIES:

DON'T FORGET TO GIVE THANKS

Don't forget to genuinely thank your chefs and other culinary team members for their excellent work every day to create delicious food for everyone to enjoy. Show your appreciation with a personalized note for each person and a small gift of thanks. Let them know you couldn't do it without them.

OUR CHEF'S THE BEST

Get your entire staff involved in recognizing your chefs and culinary team by having them wear large "Our Chef's The Best" buttons on their aprons and uniforms for everyone to see. Encourage them to express their appreciation to the chefs and culinary team for the talent and creativity they bring to the dining services program.

HAIL TO THE CHEFS

Invite the entire staff to a special recognition reception in honor of your chefs and culinary team members. Serve refreshments for all to enjoy and award special **Chef Celebration Week** certificates to your guests of honor. Consider having random drawings for prizes to make it a rewarding day for all involved.

TIPS FOR SUCCESS:

- Use the provided advertising and marketing materials well before your event to generate interest and participation.
- Review the event menu with your culinary team a few weeks before the promotion to ensure that they have plenty of time to order any special items or ingredients.
- Work with your team to decorate and merchandise your dining area, reflecting the promotion theme.
- If you are including giveaways, prizes or unique event materials as part of the promotion, be sure to obtain them in advance of the event.
- Don't forget to extend invitations to your clients so they can join in the festivities too.
- Be sure to have an upbeat playlist of music during the event. You can even ask students what types of music they would like to hear in advance of the promotion.
- Assign someone on your team to serve as the event photographer to ensure you capture all the fun and excitement surrounding the promotion. The pictures will also come in handy for client communications, social media posts, unit reports, etc.



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It all starts with the everyday