



IMPLEMENTATION GUIDE

INTRODUCTION



WELCOMING VISITING CHEFS TO CAMPUS

Kitchen Cameos is a new culinary-driven program featuring visiting chefs and their signature dishes. As part of this promotion, you'll invite a special culinarian from another Sodexo unit to campus to prepare a pre-selected, appealing menu of favorites with local ingredients, wellness attributes and more.

Sodexo has talented culinary professionals whose backgrounds, expertise and overall Love of Food support our operations every day. This program allows visiting chefs to share their signature dishes with your university community. Though their star-studded appearances will be brief, there's no doubt chefs will bring the deliciousness!

The program offers a "win" for all involved.

BENEFITS FOR THE VISITING CHEF

- Exposure outside of home unit
- Opportunity to display culinary talent and creativity
- Build relationships with other Sodexo managers and chefs
- Share best practices
- Bring the value of the experience back to home unit

BENEFITS FOR THE HOST UNIT

- Promotional event opportunity to create excitement for guests
- Drive traffic/participation
- Increase sales
- Build relationships with other Sodexo units
- Share best practices



TOOLS AND RESOURCES

Customizable marketing materials will be available on the **Resident Dining Promotions Link**, which is accessible by visiting the **Universities Marketing page** on **Sodexo Net**.

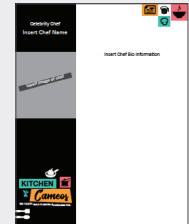
GETTING INVOLVED

Interested in the **Kitchen Cameos** program? Here are the steps to follow:

1. The host unit should introduce the program to the client for input and participation support.
2. The host unit takes the lead to invite a chef to visit their unit and conduct a demo. The Chef, Retail Manager or General Manager for the host unit can be involved, but the internal team should decide who will be the lead contact throughout the process.
3. Once the invitation has been made and accepted, select a date at least one month away, to allow for planning and event promotion.
4. The **Kitchen Cameos** program is to be executed within the same geographic area. There are no significant travel costs associated with participating. The cost of incidentals and local travel is to be incurred by the host unit. The visiting chef should retain any applicable receipts and mileage count to be used for reimbursement.



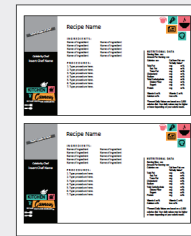
22x28 POSTER



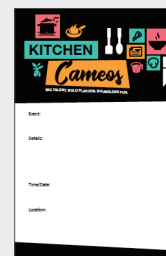
BIO FLYER



FLYER



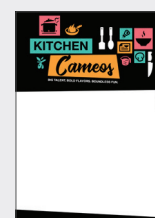
RECIPE CARD



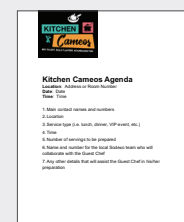
11X17 TIME DATE POSTER



8.5X11 TIME DATE MINI POSTER



LARGE NAPKIN



AGENDA TEMPLATE



SMALL NAPKIN



DIGITAL SCREENS



SOCIAL MEDIA TOOLS

CHEF'S CHOICE MENU

The **Kitchen Cameos** program is supported through the collaboration of participating chefs and the host units. The menu should be designed for the action station format and created with the following in mind:

- General Appeal
- Wellness Attributes
- Local Ingredients
- Cost Effectiveness
- Ease of Execution



PROGRAM GUIDE

The following information and resources have been developed to efficiently and effectively manage the **Kitchen Cameos** program; we appreciate your cooperation in following these guidelines for a successful exchange.

PLANNING PROCESS



- 1 A formal request should be sent by the host unit to the general manager at the Guest Chef's unit, requesting the chef to participate in the **Kitchen Cameos** program.
- 2 Upon approval, the Guest Chef will provide a one-paragraph biography describing his/her accomplishments, accompanied by a quality digital photograph.
- 3 The Guest Chef will provide the menu, recipes, ingredient list and mise en place list, based on the counts provided by the host unit.
- 4 The host unit will provide the event agenda, including contact names.
- 5 The host unit will download and edit all marketing material to promote this event.
- 6 The Guest Chef will communicate with the host unit at least one week prior to the event regarding any additional requirements such as tools, equipment, display items, cooking utensils, etc.
- 7 The host unit should ensure that all products and ingredients are purchased and mise en place is completed and staged prior to arrival of the guest chef.
- 8 On the day of the event, the host unit should conduct a pre-planning meeting to introduce the Guest Chef to the staff and describe the planned agenda for the day.
- 9 The Guest Chef should check the product and mise en place. The primary goal is to educate the staff on proper cooking technique, the culinary background of the chosen recipes and the most efficient way of executing the menu.
- 10 During the event, station staff should execute the menu item under the supervision of the Guest Chef. The Guest Chef should demonstrate the dish while interacting with guests during service.
- 11 The Guest Chef shares the current trends, cooking techniques, recipes and nutritional information while engaging clients and guests.

AGENDA

General Managers and their culinary teams can begin to put together an agenda for the Guest Chef, even before exchange dates are confirmed. The host account must plan the agenda for the Guest Chef with consideration to the time required for familiarization with the kitchen environment, equipment and staff.

The host account should hold a 15-minute orientation meeting with the local team, as well as an end-of-visit debriefing meeting.

The agenda should include the following detail:

- Main contact names and numbers
- Location
- Service type (i.e. lunch, dinner, VIP event, etc.)
- Time
- Number of servings to be prepared
- Name and number for the local Sodexo team who will collaborate with the Guest Chef
- Any other details that will assist the Guest Chef in his/her preparation

AN AGENDA TEMPLATE IS AVAILABLE.



COSTS AND COMPENSATION



The Guest Chef is compensated by his or her own unit. The host unit provides ingredients and staff to prepare the event.

DOMESTIC TRAVEL & TRANSPORTATION ARRANGEMENTS

All travel, transfer and transport are the responsibility of the Guest Chef. Mileage and incidentals incurred during the travel to the unit will be compensated by the main contacts for the host Sodexo account using a method acceptable to both units. Once confirmed, the detail of these arrangements should be communicated amongst the units.

PHOTOS AND VIDEO

At least two weeks prior to the exchange, the Guest Chef (or affiliates) will provide at least two professional photos of the chef for use in advance promotional materials. These photos should be digital images of 300 dpi at 2" x 3". The standard Sodexo photo and video release form must be signed by all persons photographed. All photos and release forms should be filed by the host unit.

PROMOTIONAL MATERIALS

Promotion of a **Kitchen Cameos** event should start one month in advance of the arrival of the chef. A selection of editable templates are available for the host unit to download, customize and print. These templates are found on the **Kitchen Cameos** program page on the **Resident Dining Promotions Link** (easily accessible from the **Resident Dining Promotions Link** on **Sodexo Net**).

GUEST CHEF RESPONSIBILITIES

The Guest Chef is responsible for providing the following information:

Before the Cameo

- Two photos of the Chef in chef whites (300 dpi, digital file)
- Photo and video release form
- Dates the Guest Chef is available
- Menu, recipes, ingredient list and mise en place list

After the Cameo

- Feedback on how the exchange went

HOST ACCOUNT RESPONSIBILITIES

The host account is responsible for providing the following information:

Before the Cameo

- Letter to the Guest Chef's General Manager
- Detailed agenda
- Key contact names and information
- Advance PR (email blast, flyers, newsletter, posters etc.)
- Customize and print promotional materials

After the Cameo

- Photos and photo release forms
- Quote from the client(s)
- Quote from the faculty, staff and customers
- Feedback from Sodexo personnel on how the exchange went

