



The Chef Group

Canada's Culinary Adventure Team^{Inc.}



PROFESSIONAL CHEF VIDEOS

The Chef Group is Canada's premier organization of professional chefs. We understand the culinary arts AND the needs of business. From this perspective our programs are designed through customization that meets our clients' goals!

VIDEOS that IMPACT!

Food demonstrations, like a photograph, speak volumes about product versatility and quality. If the demonstrator shows a high level of professionalism in the delivery, then the consumer is comfortable with the anticipated outcome... to purchase the product.

The Chef Group takes that philosophy one step further by including the culinary and technical skills of a professional chef or cook through our professional video production team.

- **CHEF PRESENCE CREATES ATTENTION AND TRAFFIC**
- **ADDS MULTIPLE PREPARATION DIMENSIONS**
- **ENCOURAGES PRODUCT PURCHASES**
- **QUALITY ASSURANCE ENSURED**

**MULTIPLE MESSAGES AVAILABLE WITH CONSISTENT DELIVERY
FOCUSED ON CONSUMER PURCHASING POWER ELEMENTS**

PRICING

DEMO VIDEO

Cost Range:

5 Minutes \$5,000 per video

2 Minutes \$3,000 per video

30 Second "Chef Tips" \$2,500 per video

(All packages minimum 5 videos)

Packages include:

- **Customized demo content**
 - **Customized recipe offerings**
 - **50 DVDs/5 videos**
- (Prices subject to change)

