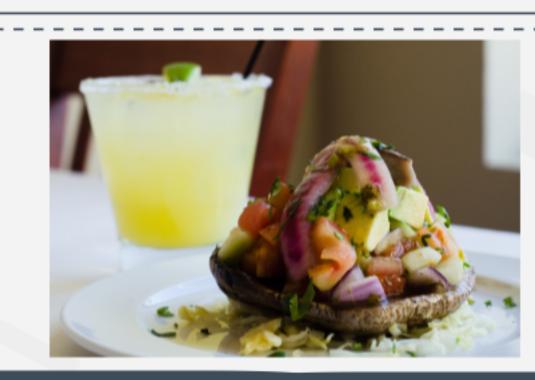


# Chef Challenge

Guide







#### Who runs a Challenge?

It takes a (small) village to run a challenge.



**ORGANIZERS** 



**RESTAURANTS** 



**DINERS** 



**PRESS** 

#### What do these folks do?





PLAN CHALLENGE

LEVERAGE SOCIAL & Traditional MEDIA RECRUIT AND MANAGE RESTAURANTS













## How can I organize a **Challenge?**



PROMOTE!

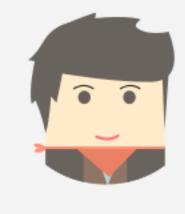






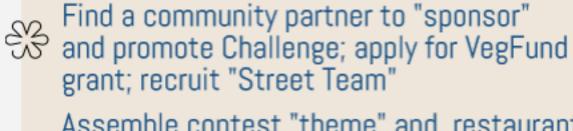
**RESEARCH & RECRUIT** 

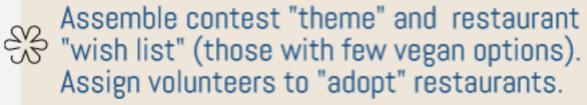


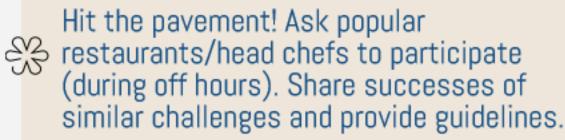


# **PREPARE**

#### Pre-Challenge Restaurants: get dish name, price, and









- Create voting "survey" on free site like SurveyGizmo - see link for sample questions
- professional photo of both dish and chef (ask a friend!). Ask for taste test for press/promotion, & to track sales Create short "chef and server guide"
- to share with all restaurant staff (see below)
- Pitch your press/blog contacts on the awesome progress and contest!
- Request prize donations (for chefs and voting participants) - like vegan cookbooks or products, Whole Foods giftcard, coupons, etc.
- Get your creative friends to make a

chef feedback & encourage them to keep the dish (or another vegan option) on the menu.



## During Challenge

- Highlight a dish every few days on social media Check in with restaurants
- weekly (ask for outcome so far, if any questions share customer feedback!)
- Remind everyone to use your #hashtag and share voting link often; select voter at random for "prize" to encourage voting

