

plate



FOOD  
PERSONALITIES  
INSPIRATION  
CULTURE  
COMMUNITY



# Custom Content Opportunities

*Elevate your Brand. Tell Your Story.  
Increase Chef Engagement.*

Whatever your brand-building objectives, our team of writers, project managers and designers will create a custom story that's uniquely yours. This turnkey opportunity will help illuminate your products and elevate your brand with hard-to-reach, time-pressed chefs.

# US Foods

Provided foodservice operators actionable solutions on how to use social media to build patron traffic every day of the week.

## STRATEGY

Utilizing chef and customer testimonials within your Custom Content article lends credibility to your story and demonstrates your understanding of what today's foodservice operators are looking for in a distribution or manufacturing partner.



Custom Content in print beside your full-page advertisement maximizes your branding efforts.

Sponsorship of PlateOnline newsletter drives more traffic to your online article and increases branding effectiveness.



Run-of-site web ad drivers create more traffic for your online Custom Content.



Your Custom Content at PlateOnline attracts more eyeballs and lead-generating opportunities and your URL within the content drives traffic to your website.



# Alaskan Seafood Marketing Institute

Demonstrated how today's innovative chefs are incorporating vegetables into the flavor profiles of interesting new seafood dishes.

## STRATEGY

Highlighting creative chefs and new flavor trends offers chef readers educational value and positions your brand as a leader.



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Recipe cards demonstrate to chefs creative applications of your product.

# Tyson Fresh Meats

Positioned Tyson Fresh Meats as a solutions provider, industry partner and expert in flavor, efficiency, supply-chain management for foodservice operators in a time of business uncertainty.



## STRATEGY

Through the eyes of respected chefs, we demonstrated how the solutions offered by this manufacturer could reduce costs, minimize waste and provide a reliable source for products as chefs pivoted from indoor dining to take-out. We brought the manufacturer's value to the forefront to help chefs minimize the financial impact of COVID-19, maintain their food integrity and offer a variety of quality menu options to their customers.



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# plate CASE STUDY NO. 4

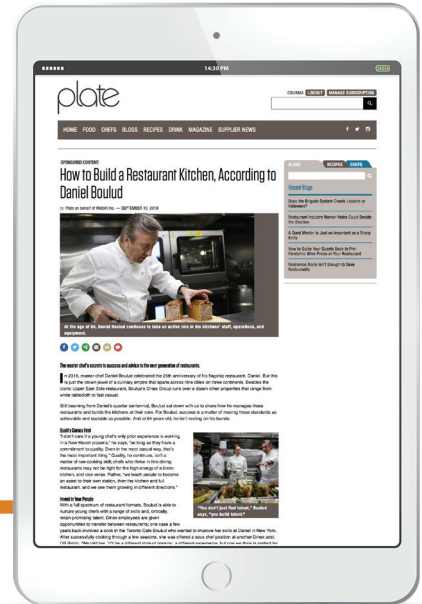
# Welbilt

Through the vision of an iconic chef, we highlighted how every detail matters when building a restaurant empire, from chef skills and tablecloths to cooking and refrigeration equipment.

## STRATEGY

An up-close and personal interview and photoshoot underscored how precision cooking and refrigeration equipment helped ambitious chefs elevate their art to exceptional standards of quality and service—reducing inefficiencies—giving them more time to create culinary magic for patrons and build repeat traffic and customer loyalty.

Your Custom Content at PlateOnline attracts more eyeballs and lead-generating opportunities and your URL within the content drives traffic to your website.



Sponsorship of PlateOnline newsletter drives more traffic to your online article and increases branding effectiveness.

Run-of-site web ad drivers create more traffic for your online Custom Content.

Custom Content in print as a spread or beside your full-page advertisement maximizes your branding efforts.

# Alaskan Seafood Marketing Institute

This chef video/content series demonstrated why three of today's innovative chefs prefer wild-caught Alaskan seafood for their menu creations.

## STRATEGY

By capturing first-hand through video, we were able to hear these aspiring chefs personal stories and passion for this product in very unique menu applications. Authenticity, personality and creativity were at the heart of this series captured on film and recapped in three full-length custom content print ad and online articles.



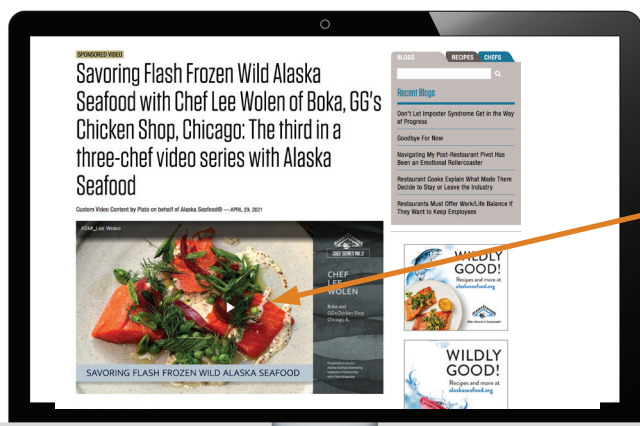
Run-of-site web ad drivers create more traffic for your online custom video and custom content.



Comprehensive eblast drives more traffic to your online article and increases branding effectiveness.



Print pages in three consecutive issues builds stronger brand awareness.



Video is the best way to get the attention of time-strapped chefs.



# plate CASE STUDY NO. 6

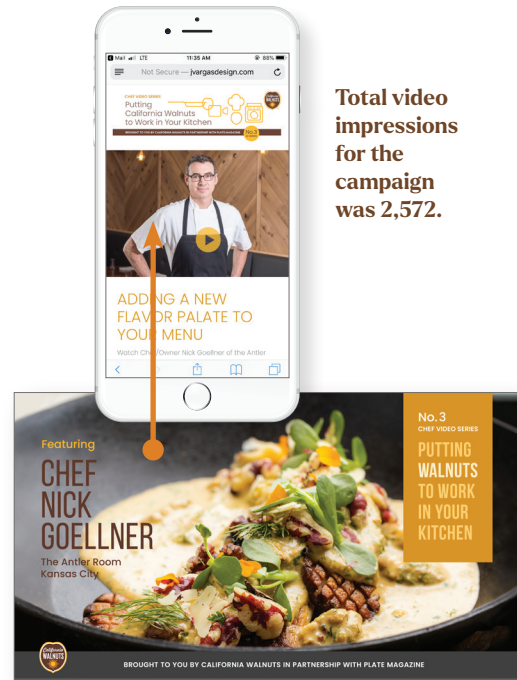
# California Walnuts

Highlighting some of the leading, chef innovators across the country, this six-part video series challenged these chefs to put walnuts to work in their kitchens in some of the most unique and creative ways.

## STRATEGY

By capturing the personality, philosophy and passion of these chefs on film, this six-part video series uniquely highlighted each of them for going beyond the ordinary to the extraordinary with California Walnuts. Their plant-forward recipes with a focus on health and flavor shone through in each riveting segment. The series culminated with a graphically appealing online article and print spread ad that recapped each of their recipes and stories.

Total video impressions for the campaign was 2,572.



Run-of-site web ad drivers create more traffic for your content—this campaign garnered 84,546 total impressions.

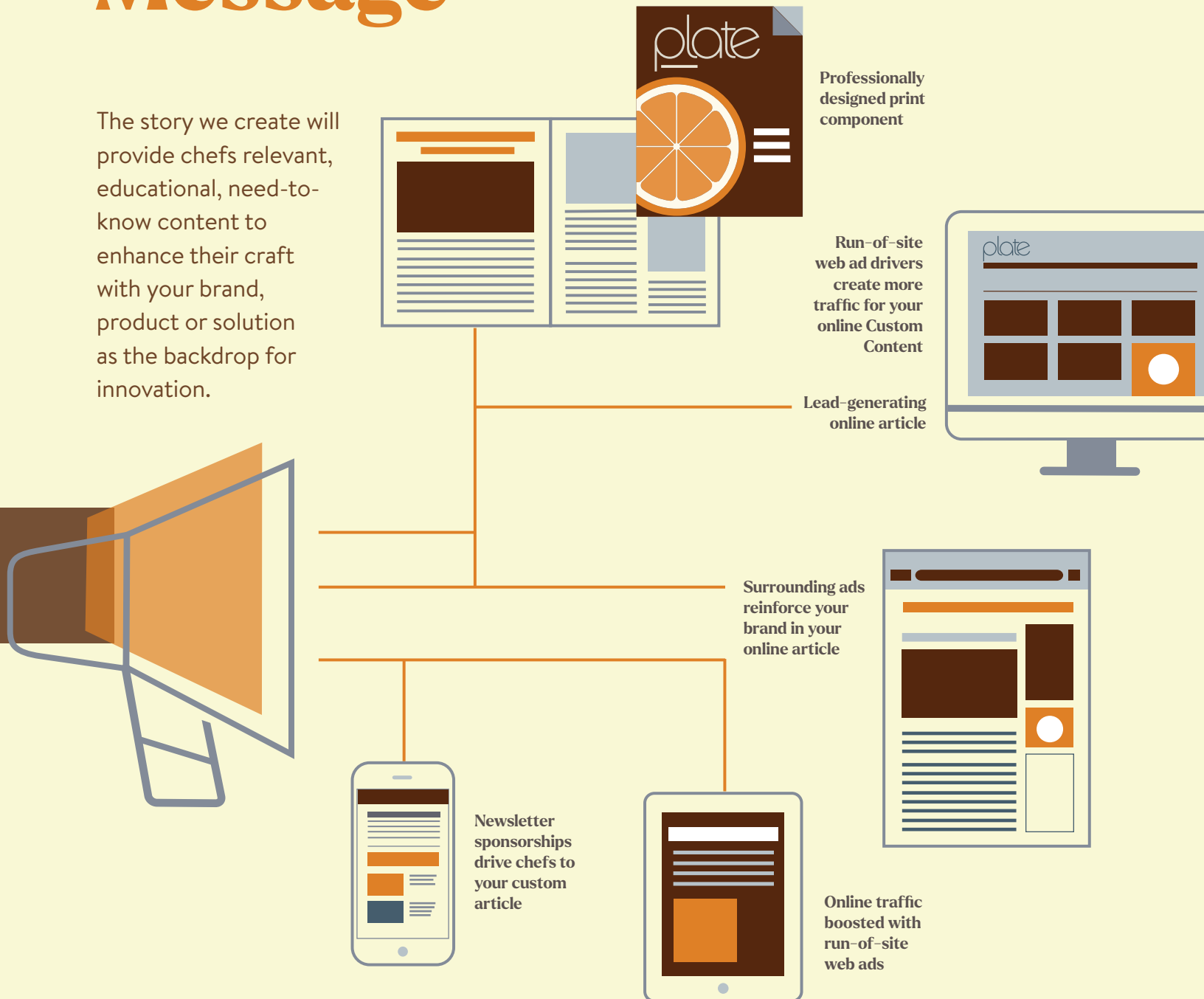


Custom Content eblasts and as a spread in print builds awareness and maximizes your branding efforts.

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# Amplify Your Brand Message

The story we create will provide chefs relevant, educational, need-to-know content to enhance their craft with your brand, product or solution as the backdrop for innovation.



Contact a member of our Plate team to learn more.

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