



Build Your Brand Engage Chefs



Parnass Savang,
Talat Market, Atlanta

Be part of Plate's 2020 Chefs to Watch

Plate's **Chefs to Watch**, the annual release of new culinary innovators, now in its sixth year, has captured the devotion of both readers and advertisers who want to know those chefs who "Take food further."

Plate emphasizes the individual stories of chefs like no other brand in the foodservice industry. Here, chefs are celebrities—and that's the key to building reader affinity.

As we share their personal passions, their cultural imprints, their goals and unique methods, our readers discover inspiration for their own creative pursuits. This phenomenon within Plate's community—coast to coast and beyond—binds chefs to our brand in deeper and stronger ways.

Join us when we present the 2020 Chefs to Watch. We will showcase chefs who are blending their diverse stories with rare talent and raw determination.

4 reasons why you should you advertise in Plate's Chefs to Watch

Reason #1: Your Brand Is Broadcasted

Prior to release, we deploy a major campaign through e-blasts and promotions via web and print—to build anticipation among readers. As an advertiser, your logo will appear in our promotional efforts.

Reason #2: Social Explosion

The build-up and release of the 2020 Chefs to Watch dramatically increases social media traffic as readers engage with exciting content they're compelled to share.

Reason #3: People Read About People

Chefs to Watch is all about a talented group of people, their passion and experiences, their art and insights.

Reason #4: Tell Your Story

Let us create a customized piece that engages our readers with your brand and its benefits. Whether it's a single or spread advertorial, recipe cards, or a multiple page supplement, this is your chance to be front and center with your impact piece deployed across our print and digital editions and online. Choose from current offerings or suggest something new.



Anthony Lombardo,
SheWolf, Detroit



Keith Corbin,
Alta Adams, Los Angeles



Nite Yun,
Nayum Bai, Oakland, Calif.

Custom Content Ideas to Make Your Own

- Spread or page custom content profiling innovative chefs and uses of your product
- Spread or page custom content featuring culinary trends that align with your products
- Recipe cards featuring creative applications of your products
- Infographic: Ideas to boost chef creativity
- Multiple page supplement highlighting innovative technology trends or time-saving solutions for chefs

Exclusive Sponsorship Opportunities

Target chefs by sponsoring these exclusive editorial sections within the Chefs to Watch issue:

- Q&A Outtakes with Plate's Chefs to Watch in a high-profile gatefold format
- Plate's Chefs to Watch Then and Now: a look at what past Chefs to Watch are doing today.



Ashleigh Shanti,
Benne on Eagle, Asheville, N.C.



Francis Guzman,
Vianda, San Juan, Puerto Rico



Zoe Kanan, Studio and Simon & the Whale, NYC



Chris Morgan & Gerald Addison,
Maydan & Compass Rose, Wash., D.C.



Contact your Plate rep to position your brand among this year's Chefs to Watch

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Advertise and Be Part of the Excitement

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