

The Chefs Network competitive set:

www.chefsroll.com

Members: 850

Competition type: Content that allows the member to optimize their online employability, with enhanced self-marketing tools. (i.e.: video, bio, photos etc.) They additionally have future networking initiatives that are sure to conflict with one or more elements of our program.

Who:

Chefs Roll was inspired like most, by a former industry member. Thomas Keslinke.

What:

Chefsroll's primary function is providing a setting for chefs to catalog themselves, in other words post their photos, videos, and work experience in a showcase of thousands of other chefs. They also address jobs, and a few other miscellaneous industry-specific topics.

Here is their story.....

<http://www.howwelaunched.com/chefs-roll/>

<http://tech.co/chefs-roll-post-mixer-update-2014-07>

<http://bluesky.chicagotribune.com/originals/chi-chefs-roll-thomas-keslinke-bsi-20140711,0,0.story>

Chefsroll.com has indeed provided a super niche; the ability for a chef to create a personalized web presence easily and cheaply was a huge need, and Facebook didn't cut it, due to the fact that employers and talent seekers don't look there when scouting. To create a scouting stage is no doubt a huge asset for a chef that properly maintains his information.

In this industry finding talent is next to impossible, and any sort of "credible" source for dedicated culinary talent would be on my favorites bar in a second.

Should they grow as they intend, Chefsroll could become the premier source for culinary employment nationwide, as the industry needs a reliable source for staffing.

Our analysis:

Value

Free Membership

Chefsroll members get a free profile that allows for a profile picture, some text and not much else

Paid Membership

Chefsroll Members can elect to pay \$19 per month to add video and photos to their account, which is as far as it goes. Members could essentially get *more* functionality on a Facebook Fan page.

Sticky factor

We feel that monetization will be a problem for Chefs Roll, and investors know it too. They are still looking for seed money to grow. The site visits are infrequent for a user, and we cannot imagine drawing ad revenue from a member looking at their own profile. After your profile is well set up...as beautiful as it may be...you will only use it during the job application process. Unless you are an aspiring reality star actor and are using the site as your portfolio...in which case you *might* use it bi-weekly.

Demographic

We feel that for monetizing purposes, ChefsRoll has the wrong demographic; chefs yes, but what kind of chefs? Students, as stated by the ChefsRoll team, were a primary target. Culinary students do spend money on merchandise, and do spend more on books than do seasoned chefs, however they are typically broke and do not possess the knowledge or the resources to create an R.O.I on an advertizing buy. Additionally, the "limelight" seeking chef does not typically present any true value for industry advertizing. These individuals are stylistically oriented, not operationally oriented, so wholesale advertising won't effectively apply to this segment.

Linked in for chefs?

As quoted in several articles placed within their press section, ChefsRoll claims to be "the LinkedIn n for chefs".

Although a nice idea, it would be a large stretch to attempt to lure members away from linked in, although members don't spend an enormous amount of time on the site, many industry professionals that are connected intimately with the industry, are simply connected to too many contacts of all walks of the industry to ever think that something could lure them away, ex...you won't find pr agents, wine reps, purveyors, recruiters, front of house managers, or many other "walks of industry" that chefs would have the need to stay connected to.



www.Culintro.com

Members: 35,000

Competition type: Employment listings, however the majority of their other activities we could host as media content, a partnership would be beneficial, due to their platform being location based (like ours)

Who: Culintro was founded by Stephanie Berghoff

What:

- **Culintro** fosters an active community of restaurant industry leaders in order to deliver the connections and opportunities that matter.
- **Culintro** now boasts 35,000 members and offers job opportunities in NYC, SF, LA, CHI, and many other top culinary destinations. Culintro's members include BOH staff (executive chefs, sous chefs, line cooks, pastry cooks, etc), FOH staff (general managers, floor managers, hosts, servers, bartenders, etc), owners/operators, restaurateurs, designers/architects, & industry media.
- **Culintro** offers a variety of programs to its members including a job board, panel discussions, networking events, late-night chef events, industry parties, internship program, and the "Spoonfed" blog.

We think Culintro is an extremely well connected network of 35,000 members; they are completely focused on jobs and employment issues, with a fun addition of mixer events. This site can and will be a spring board for chefsnet.com. We can promote and them and host their jobs as content during our launch and initial momentum phases.

Membership

Membership is currently **free of charge**. There will be no refunds for memberships if charged for in the future.

For member events, we will give a full refund if notice is given seven (7) days in advance.

Culintro's membership offers a chance for restaurant professionals to be part of the nation's largest industry community. Members also receive discounted tickets to all of Culintro's events, access to the Job Board and Membership Directory, and the chance to intern for some of the nation's most recognized chefs.

- **Connect** with culinary leaders and decision-makers in the restaurant industry! Become a member and join our membership of executives, entrepreneurs and professionals from every sector of the industry include your counterparts in restaurants, culinary schools, magazines, public relation firms, contractors, architects, designers, media relations and consulting companies.
- **Get in the know and Network.** Attend Culintro's Signature Events and gain inside information on industry news, trends, and trades.
- **Access** to the Culintro Job Board! It's the best place for employers to find new hires and for members to search the best opportunities available. Browse through an extensive job database, post an anonymous resume, receive job alerts, access an online library, and so much more
- **Stage Program** As a member, you gain access to the first -ever developed Stage Program. Culintro places passionate, hard-working culinary students in the kitchens of the best restaurants to work with some of the nation's top chefs! Including ultra-premium chefs like Daniel Huum, and Grant Achatz.

Interested in joining? [Join today!](#)

Demographic & Sponsors

We see the demographic for Culintro as primarily young business owners in the F&B industry (35 – 50), networking and building their businesses though community marketing

Sponsors



Monetization

They derive all of their revenue from PR fees (events) job listings, and advertising (minor)

Value

Anything free is good, job listings can be tested for very little money, and within their strong communities they are the preferred employment source for many positions.

Individual Job Postings:

- **14-day Postings:**
 - Regular: **\$20**
 - Premium: **\$50**
- **30-day Postings:**
 - Regular: **\$30**
 - Premium: **\$75**

Advertising Option on Culintro Blog for 30-day Premium Posters:

- Premium listing (\$75) + Banner Ad (\$100): \$175 + 20% Discount = **\$140**
- Premium listing (\$75) + Square Ad (\$50): \$125 + 20% Discount = **\$100**

Stickyness

Site visit length seems to be of little concern for them; product does not require it at this point.



Star Chefs

Competition type: this is tough to determine, they do **employment listings** (they don't put too much focus on it, however it is used by quite a few high profile companies, **editorial and media..** however we don't have media built onto our revenue model, it just helps increase site visit, which is something star chefs is really good at (long site visit).

Who:

StarChefs.com is owned and operated by Antoinette Bruno, she has a small executive team, and has created a culinary "Oscar" of sorts with the "rising star" award, although not as prestigious as a James Beard award, it carries a tremendous clout, and is a starting point for any celebrity Chef

ICC

Star Chefs Hosts the, International Chefs Conference each year in NY. This event is extremely high profile, and it attracts the top of the industry as well as tremendous sponsorship dollars.

THE 9TH ANNUAL STARCHIEFS.COM
INTERNATIONAL CHEFS CONGRESS

OCTOBER 26-28, 2014
BROOKLYN, NY



Chefs

Starchefs.com publishes a book called "chefs to know" book is sold at events.



This book catalogs chefs and their contact information, as well as bio, and favorite food, book is published every few years and it is considered an honor to be listed.

Content

Starchefs.com boasts an impressively long site visit due to their easy to use photo catalog, we can relate as professional we have spent a lot of time browsing this site looking at food shots.

Monetization & Sponsorships

Starchefs brings in money from a broad array of sources:

- Job listings
- Advertisizing space
- Book Sale
- Affiliate agreements
- Sponsors
- Events revenue

Some of their Sponsorships





The Voice of the Restaurant Industry®

Connect • Communicate & Collaborate Worldwide

FOHBOH

Membership: 18,000

Competition type: Media & Networking, although we don't consider them to much of "direct competition" they focus heavily on providing services to their membership base, such as marketing support and media support.

Who: no information is listed as to the team members or their backgrounds

What:

Welcome to FohBoh

"Front of House" | "Back of House"

FohBoh is the original and leading online professional community and social media company dedicated to the foodservice industry. Our members are both operators and non-operators from 130 countries; our content is B2B foodservice relevant, contextual, timely and read by millions worldwide. Join over 20,000 of your industry peers and be part of the conversation!

Membership: Free

Content:

- **Profile** – users can create a social style membership profile that can be used to post status updates for other members to see and comment on
- **Blog** – thousands of blog posts with very difficult use, only scroll. There is no categories or way to search or browse the content
- **Forum** - again thousands of forum conversations with no categories or way to search, additionally post have no expiration so extremely dated content proliferates.
- **Groups** – members can create their own group and invite others to join the discussion, as you can imagine there are a lot of groups, some with 25 members. Again extremely dated content, largest group has 500 members
- **Photos** – members can upload photos, gallery has 14,000 photos with no way to sort or browse them

Value: Free membership for network

- **Content marketing** – pricing ranges from \$99 p/m to \$399 p/m
- **Social media and reputation management** - \$10p/m under fohbuzz.com

Monetization:

They seem to drive the majority of their revenue from their marketing support products, with a little advertising thrown in.

The Staff Canteen

Members: 30,000



Competition type: Not actually true competition, as this site is solely in the U.K. however, they have messed around with a number of designs, they have an app. This site is mainly social with a bit of business networking whipped in, the site grew very fast (tripled their volume in 3 years) and is THE website for chefs in the U.K.

Who:

Content:

They have sections catering to; employment, social networking, suppliers, media and user profile news. Web content has changed design many times and it leans towards its social functions now.

This is also the only example of suppliers for restaurants being offered online, and we find its usability is poor.

Value:

Program is completely free, the chefs love it. This is THE website for chefs in the U.K.

Monetization:

The Staff Canteen website offer a whole range of opportunities to promote, interact engage and connect with both chefs and food service professionals we offer a range of opportunities, that include, display advertising, interactive social listings, content creation, video editorial, recipes, jobs and much more. They work on a flexible approach where they listen to you; understand what you're looking to achieve; in what timescales. They will develop a package to your requirements and budget.

Self-managed SUPPLIER PROFILES

The Staff Canteen as a dedicated website for professional chefs and food service professionals, connect directly with our audience with one of our Supplier profiles. Supplier profiles are self-managed accounts, details on how to make the most of your PREMIUM supplier profile can be found [here](#).

They offer the following to Supplier profiles:

Premium £950.00 per annum

Premium profiles always appear first on the supplier page (and first in searches on the supplier page) of the site, they will appear above standard and basic listings. **Benefits:**

- Company name
- Company logo
- Contact telephone number
- Postal address
- Web address
- Overview of the company
- Interactive with members
- Link your profile on The Staff Canteen with your other Social Networking sites
- Add content: images, video, recipes, news, events

Standard £95.00 per annum

Standard supplier listings always appear below premium supplier listings but above the basic listings. In searches they also appear above basic but below premium supplier listings. **Benefits:**

- Company name
- Company logo
- Contact telephone number
- Postal address
- Web address
- Overview of the company

Cooking District

Membership: 18,000 (since 2008)



Competition type: Merchandise – they have an extensive store that ranges very wide with many gaps, they have struck partnerships with many large brands **News:** very specific section for articles that is very sparse, and does not carry a variety of news stories

ABOUT

WHO:

CookingDistrict.com, the ultimate online resource for culinary professionals at all levels, is the new frontier of the culinary industry. **Founded by Lisa Brefere, CEC and Brad Barnes, CMC**, CookingDistrict.com is the first web-based, free tool that offers valuable resources for culinary professionals who are forced to meet rising expectations every day in order to succeed. GigaChef Culinary Solutions, the consulting arm of GigaChef, LLC, offers assessment and implementation of proven operational enhancement methods and is comprised of founders Lisa Brefere and Brad Barnes. GigaChef, LLC: P.O. Box 296, Purchase, NY 10577.

Membership: Free

This is what you will get with a CookingDistrict.com account

- **My Recipes** - securely create and share your recipes
- **Resume Builder** - quickly create and manage your resume
- **Connect** - add friends and colleagues, send messages and share recipes
- **Newsletter** - receive our weekly newsletter (optional)
- **Contribute** - post comments, your favorite restaurants, and more...

Content:

They have some very interesting content, a **talking dictionary** for kitchen Spanish. A great and **very well curated merchandise section**, that any chef would instantly identify its integrity. **Employment support content** that offers resume builders, job descriptions etc... this site would appeal heavily to students, which makes sense from Brads very long history as a chef instructor. **Business forms** of many kinds available for download.

Value: Free...can't beat it

Very useful site, usability is a little tough in places, and they seem to have let off the gas a little (no press since 2008) site has useful tools but we do not find it engaging enough to visit daily

Monetization:

Merchandise revenue, advertising revenue, and due to Brad's connections with schools they have a contract to supply culinary students with tools, which is an awesome relationship to have



Foodservice.com

Membership: 194,000 (since 1996)

Competition type: News and media, business resources, jobs and employment, information.

This company represents the closest model available to chefnetwork.com; they offer many sites linking in with a multitude of information. However we feel that they are in a different class based on the following criteria.

- **Content is geared towards the fast casual side of the business**
- **Web navigation is very dated, and hard to use**
- **Communities are not localized**
- **Purveyors are not listed in a way that you can interact with their information**

Who: No direct team is listed; however a few "community managers" are listed in major markets

What: Foodservice.com is a Food Service Interactive community. Food Service Interactive builds and markets online communities and social networks within the foodservice industry. Our solutions are built on a foundation of industry knowledge and deep understanding of the people who utilize our services.

Since their launch in 1996, we have strived to create a **true community** of foodservice operators.

Our goal was simple - to create a place where managers, owners, and chefs could come together to network, share ideas, and learn from one another.

Fifteen years later, we remain one of the largest, most active foodservice sites on the Internet with **194,498** registered members and 83,000 visits per month.

As a supplier to this vast industry, our community is the perfect outlet for reaching foodservice professionals **directly** through advertising that is highly **targeted** and completely **measurable**.

Content:

- With user generated content, content can range across a wide spectrum, they specialize in:
 - Industry news
 - Advertising and marketing services
 - Networking and forum
 - Franchise opportunities and news
 - Purveyors directory (although impossible to navigate)
 - Membership profile with publishing tools sewn in
 - Newsletters, they publish many newsletters that go out daily

Value: membership is free, but services command some of the highest rates we have seen to date \$5900 p/m for banner ad placements.

Monetization:

Foodservice.com has revenue sources are very similar to those proposed by ChefsNetwork,

- Advertising revenue
- Advertising services
- Product partnerships
- Employment listings
- Newsletter advertising revenue (the majority of their revenue comes from this source)
- Franchise affiliate marketing