

craft guild of chefs

**BUSINESS PARTNER
INFORMATION**



www.craftguildofchefs.org



WHY BE A BUSINESS PARTNER?

Craft Guild of Chefs' Business Partners enjoy a unique position within the hospitality industry.

Whether you are a small family-run business or one of the biggest catering suppliers in the United Kingdom, a partnership with the largest and foremost association for professional chefs brings significant business benefits.

The Craft Guild represents the interests of chefs and promotes understanding, appreciation and the advancement of the art of cookery and the science of food. Its members hail from all sectors – restaurants, hotels and pubs to contract catering – giving you access to valuable industry knowledge in both the cost and profit sectors.

Besides an insight into industry trends and the issues faced in a commercial kitchen, its members can also offer support in product development and endorsement. They are in a unique position to understand the specific requirements of products for use in the foodservice arena.

A partnership with the Craft Guild offers the potential for commercial success through a sharing of industry knowledge and expertise.



“Our Partners in Business Scheme is the umbrella we use to create and maintain mutually rewarding partnerships with key suppliers. We have more than 1200 members who are potential sources of information be it product or service related. We can provide your business with industry knowledge and support”

*Christopher Basten, National Chairman,
Craft Guild of Chefs*



- A place at selected Craft Guild of Chefs events
- Reduced rates for any extra places at the above event of your choice
- First refusal on Craft Guild sponsorship opportunities
- Use of the Craft Guild logo – HOWEVER, you must confirm with the Craft Guild of Chefs exactly how you intend to use the logo!

PLUS The Craft Guild can help with the following:

- Product endorsement
- Competition support
- Demonstrations
- NPД support (new product development)
- Recipe development/ serving suggestions
- Research