

ChefBites.tv

Production Instructions / What to Expect

Hello and thank you for letting ChefBites.tv help with your video marketing. We want you, your restaurant and the dish you will be preparing to look it's best. We've come up with some tips on picking the right dish and presenting it for the video.

Picking the right dish to prepare.

The dish you present should be one of your specialties. It may have a short back story. It should be a customer favorite, on the menu, but with something unique about it as well. It could be an appetizer, main dish or dessert. It should be something visually interesting. The chef should be able to prepare most if not all of it in front of the camera from its main ingredients.

The Chef

The chef will be doing all the talking. We can work together on talking points. The on camera presentation should be natural and broken down into steps. The chef should be wearing their chef coat and hat. Whites are fine. The chef will be talking directly into the camera.

The Set

At the beginning of the video, the chef will introduce themselves, the restaurant and the dish they are about to prepare standing in the dining area. The kitchen presentation should be on a table in the kitchen. The table can be stainless steel or wood/chopping block. The cooking area should be behind the chef. If the kitchen is too small or not right for videotaping, we can use another location like the dining area. After presenting the ingredients, we can move to a cooking area for the next step in the process. After shooting in the cooking area, we can return to the prep area to present the final dish.

The Ingredients

Prepare the major ingredients and place them into matching bowls or ramekins. The ingredients should almost fill the bowl or ramekins, even though the chef may only need a pinch. Salt, for example, can fill 1/4 of a ramekin for visual effect although the chef may only use a pinch. Also have the tools needed on the table as well.

The Presentation

The chef should break down the preparation into major steps. Between 3 and 10 steps should work. We can skip over the small steps if they are not too important. The producer can help with breaking down the preparation into steps and help out with the delivery. We can stop and start the video recording as necessary so the chef doesn't have to run through the whole presentation from start to end. The chef will be talking without a teleprompter, cue cards or script. The delivery should be natural and conversational. The chef will be talking directly to the camera.

Please check out ChefBites.tv to see how previous chefs have presented.

Final Delivery

After we film in your kitchen expect the editing process to take about a week. Then you will be notified when it is uploaded onto YouTube. This is the step you will need in order to embed the video player to your current site if you wish too or you can simply link to your page on ChefBites.tv

Thank you so much and good luck.

ChefBites.tv

Please consider the environment before printing this Document.