



Culinary Institute
of America

A Look at Today





Culinary Institute
of America

SOCIAL MEDIA FOR CHEFS



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Curating a Social Media Account for Chefs

- Do You really need yet another Social Media Channel?
- Need a Business Directed Account?
- What will it do for you?
 - Creative Outlet
 - Networking
 - Job Opps
 - Selling something?
 - Consulting?



Let's Identify your "Voice"

- Who are you or who do you want to be?
- Are you "selling" something or "selling yourself"?
- Sometimes creating an alterego is the way to go..but make sure you can maintain it
- Pick a theme and stick to it
- Remember it never goes away
- consistency...consistency...consistency

Be true to your style... or copy someone else's!

Colorful or Minimalist? Who are you

Keep your followers interested...

- **Add recipes**
- **Add demos**
- **Add reels**
- **Add Music**
- **Add YOU**

Now let's put it in action

- If you are a Chef presenting subjects Chef's like..then
MAKE THEM CHEF- LIKE ..if you are a Sales person...
- Remember your audience is up to you
- Tricky Subjects
 - Babies, Dogs, Kittens
 - Politics
 - Fund-raisers
- But definitely maintain your own voice!
- consistency...consistency...consistency

Instagram for Chefs

- Plenty of social media channels
- Instagram high impact & simple to do
- **POSTS**
- **STORIES**
- **REELS**
- **RECIPES**
- Hashtags
 - ETIQUETTE!!!
 - Don't be a stalker
 - Comment!
 - Give Credit



#hashtag



Creating Content

keep it fresh

keep it interesting

let it sell you

tell a story





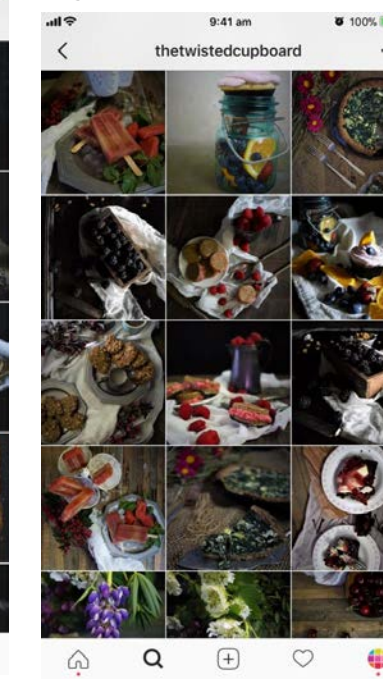
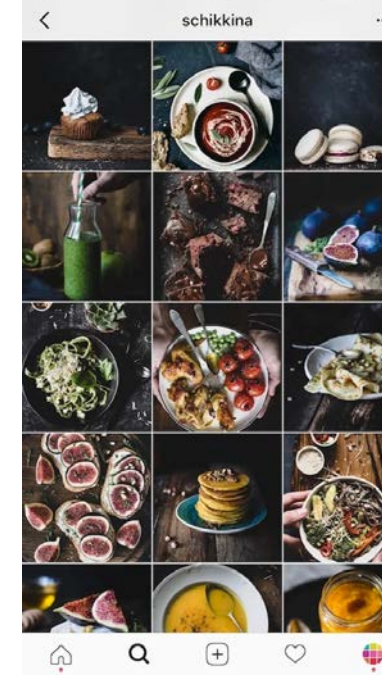
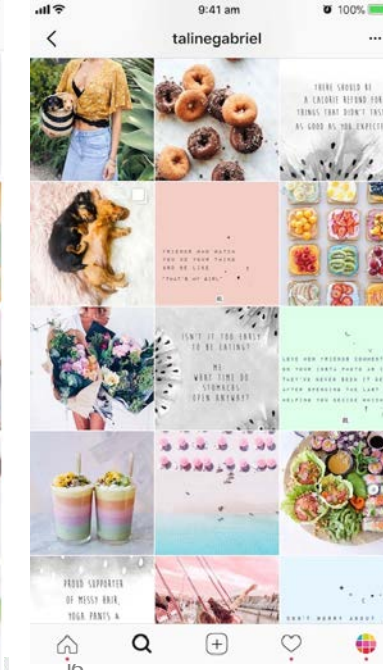
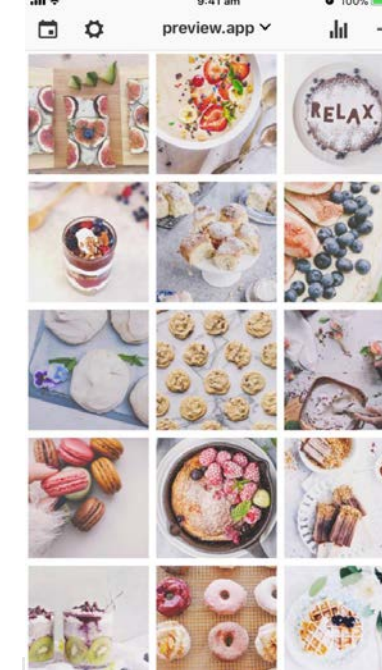






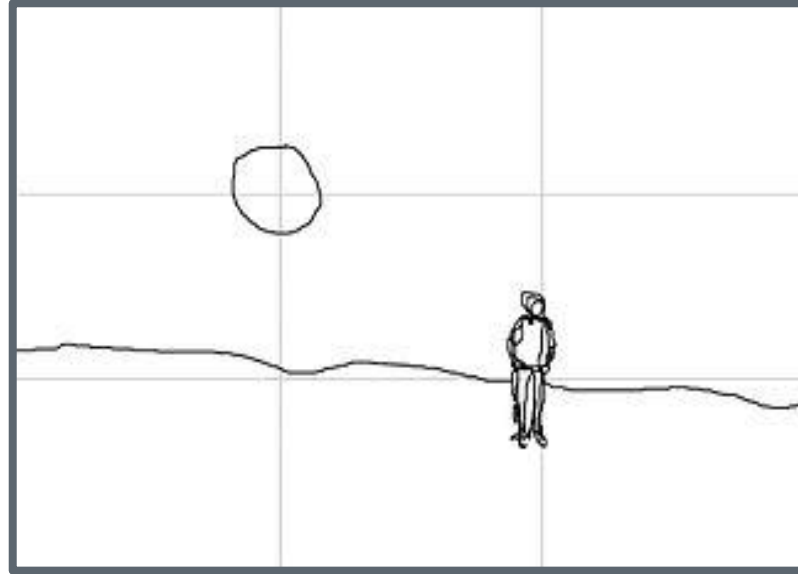






Food Photography

Rule of Thirds



Think before you Click

- **Rule of Thirds**
- **Frame your subject**
- **Check your edges**
- **Surfaces—think outside the box—make or rent?**
- **Natural Light- go outside**
- **Light from the side**
- **Style : Random, Variety, Similarity**
- **Flatlay, Natural, Action, Portrait, .5 - 2.5 Zoom**

AND JUST DON'T...





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Impactful Innovation through Human Emotions, Cravings, and Senses

Chef Rosalyn Darling



**The world around us
influences how we feel...**







A food trend emerges when enough people eat the same foods to satisfy a certain feeling.

How can we create
impactful dishes that feed
a deeper part humanity?

2009

Proprietary to Darling Culinary, LLC





Proprietary to Darling Culinary, LLC



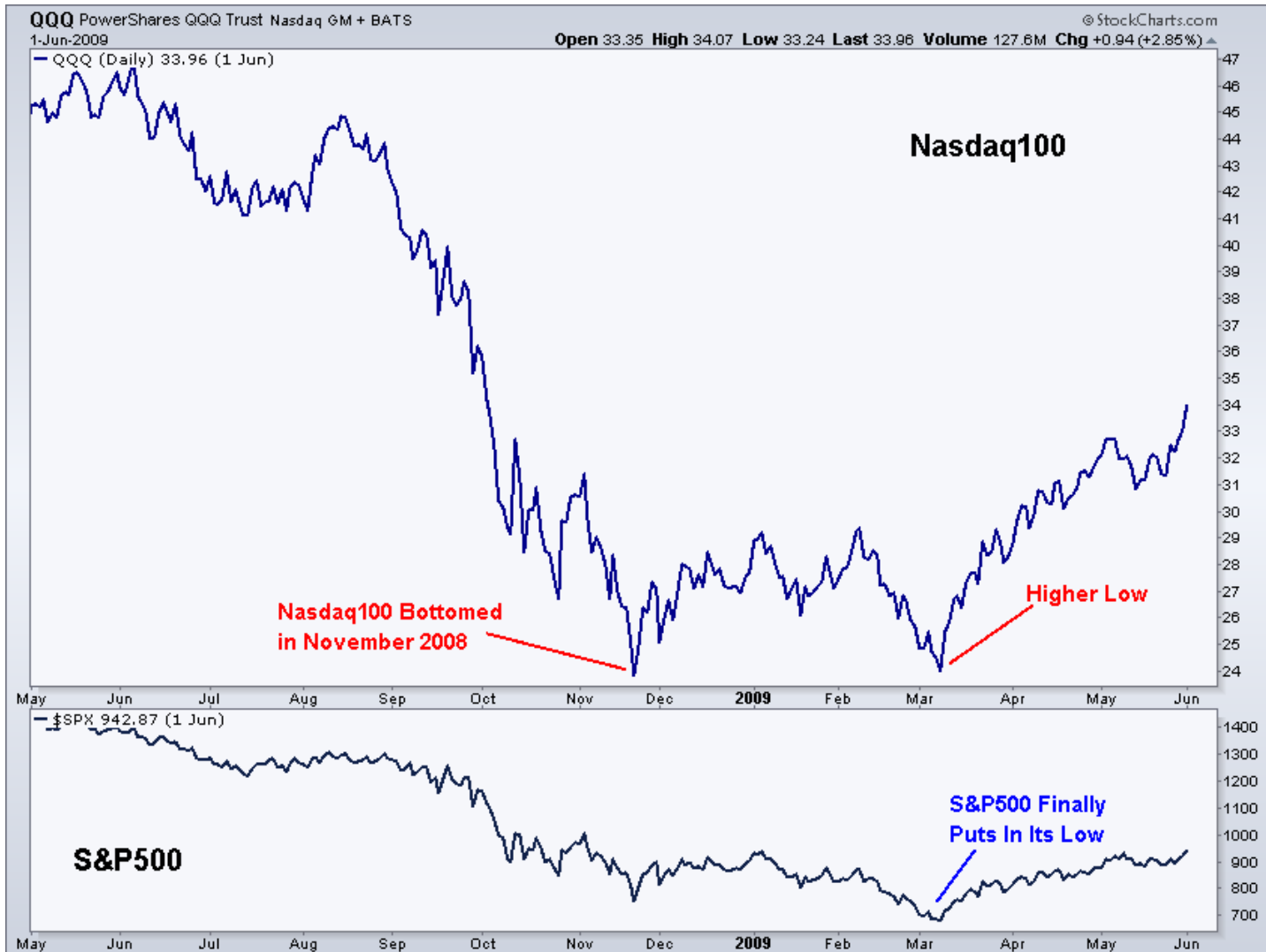
What was happening in the world that led people to crave ramen?



CHRISTIE'S

THE GREAT RECESSION

LEHMAN BROTHERS



One of the largest stock market crashes in US history, resulting in \$7.4 trillion in stock wealth lost from 2008-09,

Source: S&P Global, The PEW Charitable Trusts. "The Impact of the September 2008 Economic Collapse."



8.8 million jobs lost.

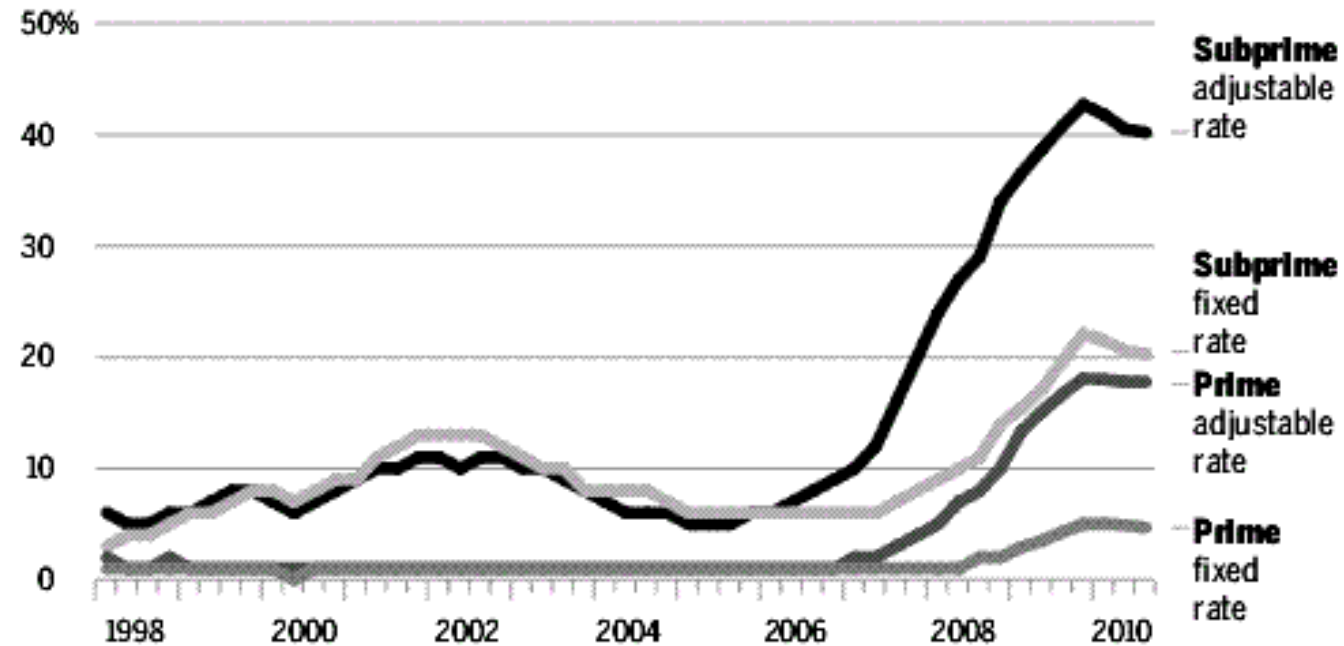


Source: U.S. Department of the Treasury. "The Financial Crisis Response in Charts,"

Mortgage Delinquencies by Loan Type

Serious delinquencies started earlier and were substantially higher among subprime adjustable-rate loans, compared with other loan types.

IN PERCENT, BY TYPE



NOTE: Serious delinquencies include mortgages 90 days or more past due and those in foreclosure.

SOURCE: Mortgage Bankers Association National Delinquency Survey


People can no longer afford the mortgages on their homes due to spiking interest rates.



**8 million people
lost their homes
to foreclosure.**



Source: Federal Reserve Bank of New York. "Lessons for the Financial Crisis."

A photograph of a broken pink piggy bank. The piggy bank is shattered into many pieces, with several coins scattered around it. The background is dark, and the lighting is dramatic, highlighting the texture of the broken ceramic and the metallic sheen of the coins.

**\$19.2 trillion in household wealth
evaporated.**

Feels, anyone?



Stressed
Uncertain
Trapped
Lack of Control





Comforting

Indulgent

Global Appeal

Customizable

**...and it's
affordable.**



Comforting

Warm

Familiar format

Indulgent

Fatty meats

Silky broth
mouthfeel

Global Appeal

Umami taste

Traveling through
taste buds

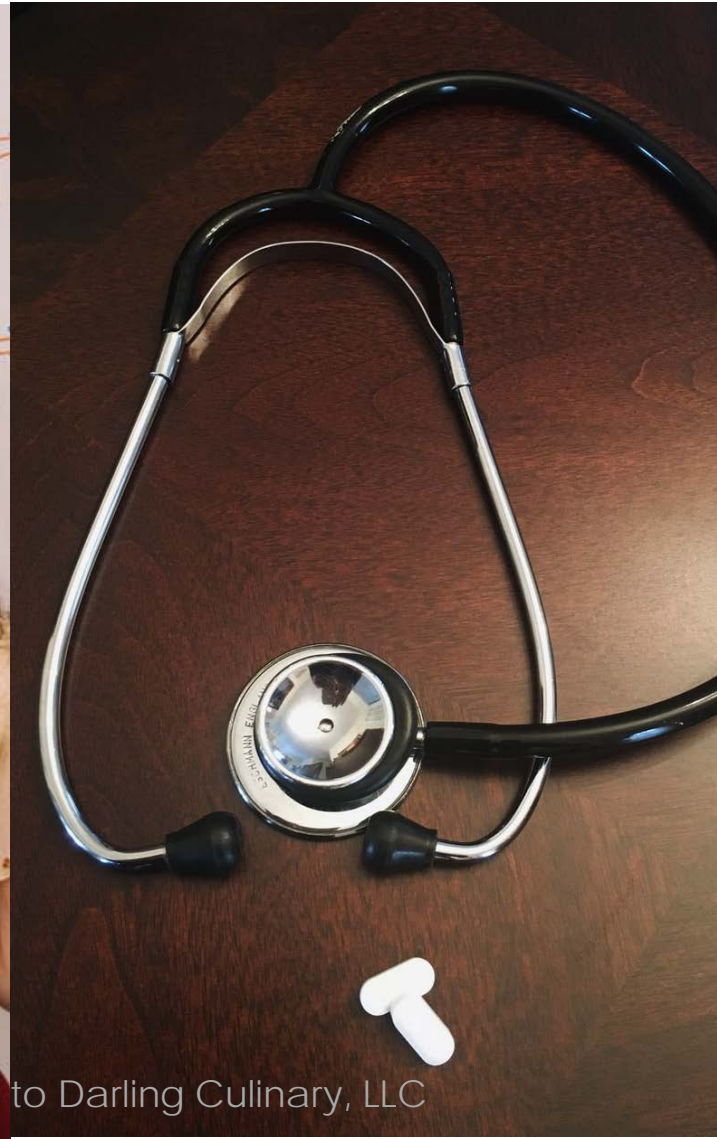
Customizable

Something for
everyone

Each bowl feels
special

How can we create
impactful dishes that feed
a deeper part humanity?

Let's bring this back into our operations.



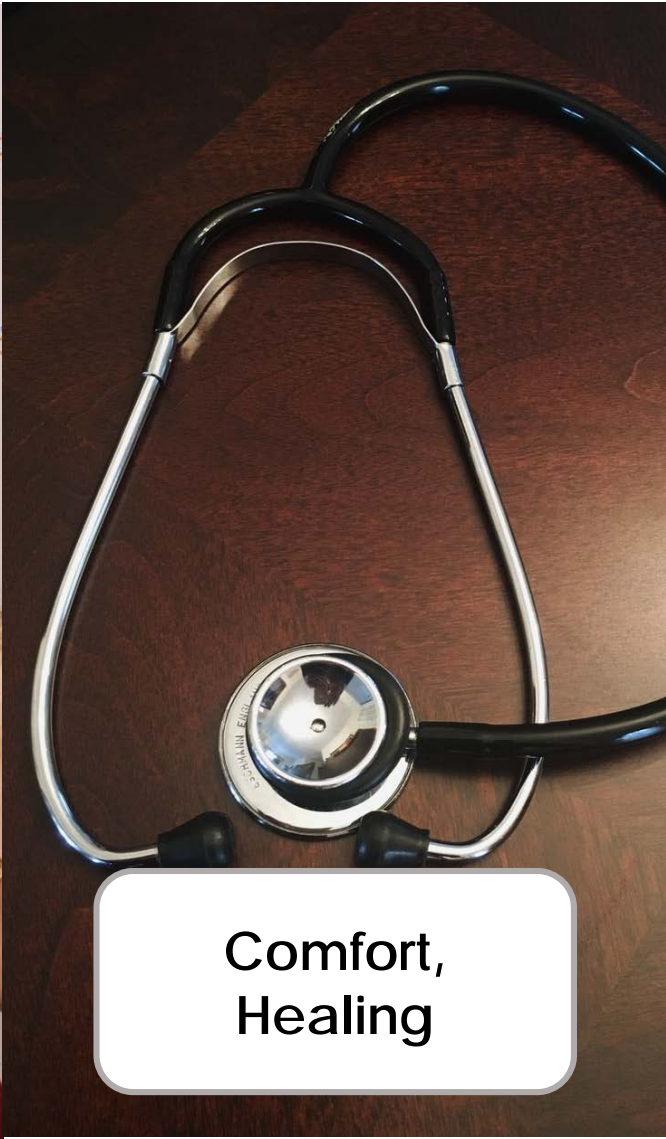
Let's bring this back into our operations.



**Indulgence,
Excitement**



**Achievement,
Health**



**Comfort,
Healing**



**Connection,
Celebration**

What culinary attributes feed these feelings?

**Indulgence,
Excitement**

Contrasting
textures

Bold Flavors

Premium
ingredients

Luxe crafted

**Achievement,
Health**

Wholesome
ingredients

Nutrition-centric

Fresh flavors

Crisp textures

**Comfort,
Healing**

Enticing aromas

Homemade
feel

Melty, creamy
textures

Umami flavors

**Connection,
Celebration**

Vibrant colors

Engaging dishes

Shareables

Indulgent flavors

Choose your concepting adventure!

**Indulgence,
Excitement**

Contrasting
textures

Bold Flavors

Premium
ingredients

Luxe crafted

**Achievement,
Health**

Wholesome
ingredients

Nutrition-centric

Fresh flavors

Crisp textures

**Comfort,
Healing**

Enticing aromas

Homecooked
feel

Melty, creamy
textures

Umami flavors

**Connection,
Celebration**

Vibrant colors

Engaging dishes

Shareables

Indulgent flavors

Sandbox parameters:

1. High oleic soybean oil is a major player.
2. How does this dish deliver on human emotion?
3. Tap into the human senses of sight, aroma, taste, sound, and [mouth]feel related to that emotion.
4. Bonus: This concept is relevant to your operations.

But most of all HAVE FUN!