



# **Chef to Plate Campaign May 2010**

## **Condensed Evaluation**

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## What is Chef to Plate?

**The Chef to Plate Awareness Campaign: Celebrating Restaurants Serving Up Gluten-Free Awareness** was sponsored by Glutino/Ian's Natural Foods, and French Meadow Bakery. GIG partnered with Gluten Free Delivery Orlando, Allergy Eats!, Freedom to Dine and our Canadian friends The Celiac Scene, making it an international event!

This event is designed to help raise awareness of celiac disease and gluten intolerances through partnerships with restaurants all over the USA and Canada.

In this second annual campaign, GIG absorbed the cost of all materials for this campaign. We provided restaurants with table tents and posters to be placed in their establishment during the month of May. They also received a certificate of appreciation for their involvement. We also lined up Campaign Leaders throughout the country to help work with these restaurants, to answer any questions, and to go out and find new restaurants that might be interested in participation. We asked our Campaign Leaders to help spread the word of this campaign in their areas and to work at finding media support.

The benefit to restaurants to participate is recognition and national advertising of their commitment to gluten-free diners through use of social media, internet and other media venues. There is no cost to restaurants to participate.

Due to the overwhelming response from restaurants last year, this campaign was scheduled for the entire month of May.

After the campaign was over, we sent out two surveys—one to participating restaurants and one to our Campaign Leaders. The results of these surveys can be found in the Statistics section. The Response section discusses how successful this campaign was. The Suggestion for Improvement section discusses how we can make this campaign a bigger success next year.

### The Statistics

The full surveys and responses can be seen in an attachment to this document. Below are the summaries of the two surveys sent out to the participating restaurants and the Campaign Leaders.

#### The Restaurant Survey:

Out of the 473 restaurants involved with the campaign, 170 provided us with e-mail addresses. Of these, 12 responded to the survey—a full 7% response rate! (3% rate industry standard expected on survey returns)

	<b>2010</b>
Did this event increase business?	11.1% said Yes
Did this event increase questions/comments about the menus?	44.4 % said Yes
Did this event increase awareness?	66.7% said Yes
Did you receive a positive response from GF customers?	100 % said Yes
Did you receive a positive response from other customers?	60 % said Yes
Did you receive the materials in a timely manner?	100 % said Yes
Which materials did you use?	Table tents? 10% Posters? 40%

	Both?	50%
How long did you use the materials?	One day?	0 %
	One month?	70 %
	Other?	30 %
	Three weeks	
	With daily specials	
Would you participate again?	100% said Yes	
Would you like to hear about other programs?	100% said Yes	
Would you like to hear about GFRAP?	90% said Yes	

The Campaign Leader survey:

Out of the 38 campaign leaders who registered to help with this campaign, 6 responded to the survey—a 15% response rate!

	<b>2010</b>
Was this event a success?	83% said Yes
Were restaurants satisfied with:	
The materials?	66% said Yes
The support?	66% said Yes
The press release?	33% said Yes
Increased business?	33% said Yes
Was the workload too heavy?	83% said No
Would you do it again?	83% said Yes
What would you change?	See attachments
Any other comments?	See attachments

Other statistics:

Over 12000 pieces of literature were sent out. We worked hard to keep up with the demand for them, especially the table tents. To determine our outreach we used the following assumptions: 2.5 guests were sitting at each table and that a table turns over 5 times per day over 26 open days during May. This means that 3,900,000 people were reached during this campaign!

According to our listing of restaurants by state, we had over 473 participating restaurants in 46 states and in Alberta Canada.

**Financial Assessment**

GIG absorbed all of the costs associated with this campaign with generous funds from Glutino/Ian’s Naturals and French Meadow Bakery restricted for awareness. We provided all materials for the restaurants and for the Campaign Leaders to give to more restaurants. Materials included table tents—to place on all tables at an establishment (a minimum of 5 per restaurant were sent out); posters—to place in the windows or on the bulletin boards at each restaurant (2 per establishment); certificates—for the owners of each restaurant to frame or post with their name handwritten on it (one per restaurant); thank you cards—for the Campaign Leaders after the campaign (one per Leader). The total net cost of this campaign was \$7.964. Our dollar to outreach was less than a quarter cent (0.20) per consumer reached, half of the cost of last year’s campaign with 2.4 times the awareness reach.

## **The Response**

The response to this campaign was phenomenal! We worked hard keeping up with all of the restaurants that wished to participate. Restaurants were still signing up to participate during the last two weeks of May. This campaign was a major success. We had several major chains get involved this year, including Godfather's Pizza and the Melting Pot. Over 90% of both the restaurants and the Campaign Leaders said that they would participate again and saw value in this campaign. Everyone stated that they saw increased awareness of celiac disease due to this campaign. The Campaign Leaders were great in including specific suggestions for how they would like to see this campaign improve. We will be taking note of these for next year.

## **Plans for the Future**

This campaign was such a success that we will definitely be running it again next year in May, 2011. There will be some changes next year to reflect all of the valuable feedback the restaurants and Campaign Leaders provided us with. Most importantly, we will initiate the campaign earlier in the year and we will revamp the press release to take smaller cities and counties into account. The campaign will run for the entire month of May, so mark your calendars and be ready for another stellar year!

## **Chef to Plate Suggestions for Improvement**

1. Have more support groups send out letters to their favorite restaurants asking them to become involved. Give support groups a template letter
2. Advertise the event more publicly to the celiac community—we need to get the endorsements sooner. Start looking for sponsors in October/November
3. Send the materials out earlier--by April 1<sup>st</sup>
4. Have Campaign Leaders call participating restaurants to make sure they got the materials and explain again how to use them. They can cover more by phone than by personal visits
5. Make sure everyone knows to look for their restaurants on the website
6. The press release needs to be shorter—or have two versions, one long and one short.
7. Clarify what campaign leaders can do to gain media attention. Create one document just for that to send to campaign leaders
8. Add a flyer to post in stores, hand out to support group meetings, etc to help raise awareness of the campaign
9. Start the Campaign for Leaders at the beginning of December 2010
10. Give all Leaders samples of the materials, whether they request it or not as soon as it comes in.
11. Send out the Press Release several times—make it bigger (more white space), Feb, March, and April
12. Communicate more with the Leaders—at least twice a month
13. Provide more guidance to campaign leaders. Expand the FAQ sheet. What is a good response rate? How much pressure should they apply? How much contact should they make? Should they fill out the form for the restaurant? How should they contact the media? When should they contact the media? Should they meet with the managers face-to-face or is a phone call good enough?