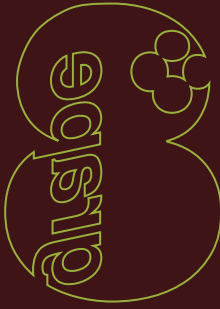


## Patron Introduction:

Chef Mike once owned a Staten Island restaurant which shuttered in 2019. The name was Chef Mike's Rodizio Grill.

He struggled with launching a personal catering service seeking to elevate private parties, in-home events, in N.Y. & N.J., Events are led by a Michelin-trained chef.

Chef Mike DiLeo has a very exceptional résumé— he graduated from The Culinary Institute of America. He's plated for great chefs, hotels, and notable N.Y. institutions.



# Leveling up from Caterer to Executive Chef



ExecutiveChefMike.com

Case Study

## Before:

Chef Mike had only a few sporadic events, here and there, but wanted to do more—a lot more. He came recommended to us via another patron of **8grape**. He also wanted to make more money being a personal chef and saw a competing chef charging **5** times more per event while only having one sixth of Chef Mike's professional experience.

## Choosing 8grape:

We took **Catering with Chef Mike** through a questionnaire we call "**the Query**," asking a lot of business details and proposed a small project. The first thing we suggested was to drop the word "**catering**" as this may connote a perception of having a lower value than what he is capable of doing. Most pizza places and delis do catering but, Chef Mike is a legit chef. He agreed to rename the brand "**Executive Chef Mike**" elevating his public perception.

We proposed doing **5** emails as an initial campaign for \$1,500. which included expert copywriting, graphic design, and a guarantee that we would make him \$4,500. or give him his money back. He agreed.

## Transformation:

He only had 48 names on his email list, so things had to go just right. After the second email he had a venue reach out, asking to partner, to fill an empty party room. We then asked Chef Mike to select a non-profit he wanted to support—one with a larger email list. He found one who had over 3,000 names.

That fundraiser produced two things: **1)** He was able to charge \$100 more per person (pp) (instead of \$50 pp); **a 4-course meal, three hours, plus drinks.** **2)** One of the non-profit's attendees loved the cuisine so much that he decided to hire Chef Mike as his personal chef garnering 8 separate annual holiday events—profiting \$2000. per event—from **4** emails.

## Today:

We will continue to work with Chef Mike providing value through copywriting and design. His home-delivered holiday packages sell for \$150-250. pp.

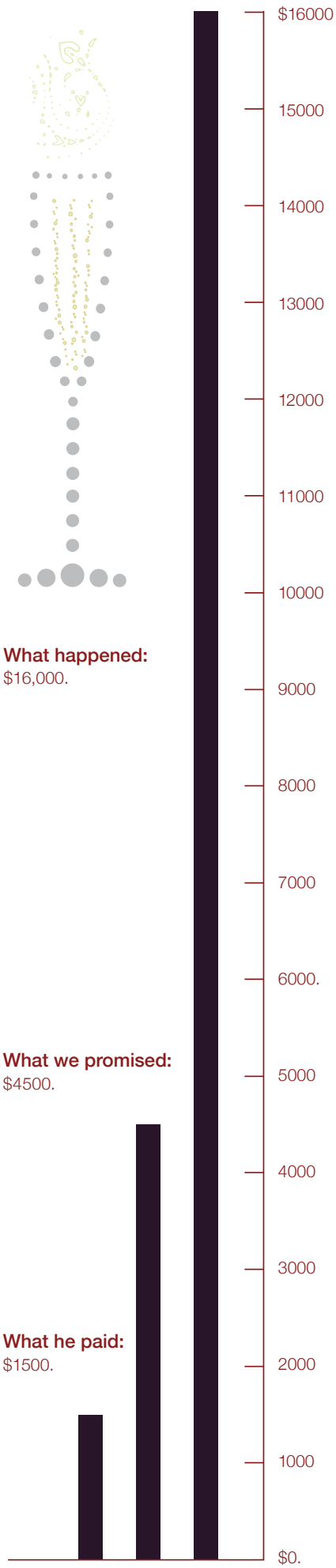
One Thanksgiving he asked: "**Okay, how do we stop this? Can we turn it off?**" He was overwhelmed. "**Just tell them: 'Please accept my apology but, the ordering is now closed. If you order earlier next time, I'll promise to get you in.'**"

There's nothing people love more than getting a personal promise or a guarantee from the owner.



We intentionally call ourselves a **profile agency** because, for us, marketing is a matter of altering public perception. You don't need a degree from Yale University to know that you can sell more by lowering the price (**sales, deals or discounts**). Marketing is about charging more for the same person, place, or thing you sell: **Change public perception.**





# HOW

There is always a considerable amount of additional work that is never itemized on invoices or agreements. These additions are auto-rolled into that price. **Insight** or research gives us a roadmap to create great results. The graphics and copy are just the tip top of the iceberg with 90% of the results produced created below.

## INSIGHT (aka Research)

1. There's a big difference between private chefs and personal chefs. Chef Mike is a personal chef who caters to an affluent clientele.
2. We researched ALL the personal chefs in Staten Island, NYC and N.J. (perused Google, their websites, and social media for insight).
3. Chef Mike's identified his main competition as Chef Dan (of N.J.). **Chef Dan** was charging \$200 more per plate (pp) than Chef Mike.
4. Research into the **demo-** and **psychographics** of N.Y. and N.J. N.J. has the 2nd highest average household income in the nation.<sup>[1]</sup> NY is rated #9<sup>t</sup>. Staten Island has the **highest income** in NYC.

## BRANDING

1. Offered to do **5** emails for \$1,500. and guaranteed that we could deliver \$4,500. (3x) in return (**ROI**)<sup>[2]</sup>. In just **4** emails, we generated \$16,000.+ in new, annual business with mini-list of **just 48 names**.
2. Created a "**Herald Member**" membership card for the small list of 48 names. The objective was to ask these select members to share their experience with just two others (**WoMA**)<sup>[3]</sup>.
3. **Herald Members** received a fixed price to buy any of Chef Mike's services at the original 'catering' rates, to create a (**CLV**)<sup>[4]</sup> fan base.

## DESIGN

1. Helped guide the font selection, color scheme, texture, shapes, etc... and offered to redo his logo.\* The logo had accrued some equity, so he opted to keep his original shirts, aprons, business cards, as is.
2. Chef Mike agreed to upgrade his name to "**Executive Chef Mike.**"
3. Redid his entire website, his menus, and introduced more compelling language with a radical point of view (see website).
4. Inched up the price per plate (pp), included a **surprise treat** in each new order. And, his clients **LOVE** the special gift(s) they receive.

## COMMUNICATIONS

1. Strategies to move clients to a) **take an action**; b) **place a call**, or c) **order a dish**, happens emotionally & subconsciously first. For Chef Mike, this meant being better connected emotionally.
2. By sharing glimpses into his **LIFESTYLE**: photographing family, friends, vendors, etc. is the connectivity his clients need to be engaged. In short, the more he posts, the more business he gets.
3. **Advised** him to invest time to comment & like their social media posts, rather than waiting for them 'like' his posts.
4. **Principle**: "*Bad companies talk about themselves. Good companies talk about their customers.*"

## ADVERTISING

1. Marketing strategies we use in **luxury branding** are the polar opposite of your average, basic marketing tactics and techniques.
2. **Never sell**. Instead, ask great questions and get agreements.
3. **Never pander** with sales, deals and discounts. **Increase** the price.
4. Executive Chef Mike has moved from caterer to a premium brand. If he so choose to elevate up to a **luxury brand** status, the system and **Formula** will change. If he opts to stay in the **premium brand** range, that's perfectly okay by us. The choice is his to make.

Chef Mike wanted a more stable personal cheffing business. The **WHO** was to elevate his status: from Caterer to Executive. The **HOW** is a Formula: beginning with a goal & reverse it into the present. The same process works for any business.

Contact: [yes@8grape.com](mailto:yes@8grape.com) with any suggestions.

[1] <https://worldpopulationreview.com/state-rankings/average-income-by-state> [2] ROI - Return on Investment [3] WoMA - Word of Mouth Advertising [4] CLV - Customer Lifetime Value

# WHO

KENNETH COLE NEW YORK



COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

RALPH LAUREN



kate spade  
NEW YORK

ALL-NATURAL  
Snapple

Cross County  
Savings Bank

Tiger

REICH & TANG

ZYWIEC  
POLSKA

COACH  
NEW YORK



Big Brothers Big Sisters

FRIED FRANK

QNS