



StarChefs Market Research

Reach
Professionals
and Consumers
at the Forefront
of the Food
Industry



* [Redacted]

8. What range do you cook on currently?
* [-select one-]

9. What do you like most about it?
* [-select one-]

Comment:
[Text Box]

10. What do you like least?
* [-select one-]

If other, what?
[Text Box]

11. What features are most important to you?
**(Please rank in order, 1 being most important)*

<input type="checkbox"/>	Burner Performance
<input type="checkbox"/>	Oven Performance
<input type="checkbox"/>	Tops
<input type="checkbox"/>	Reliability
<input type="checkbox"/>	Service Support
<input type="checkbox"/>	Durability
<input type="checkbox"/>	Other

StarChefs.com's award-winning chef-focused content and traffic of 600,000 unique visitors per month forms a powerful community of food industry professionals and food and wine-savvy consumers eager to educate themselves about the latest industry trends and products.

The Concept

StarChefs will conduct industry research focused on the country's top culinary professionals and consumers through surveys on StarChefs.com.

The Surveys and Resulting Data Will:

- * Educate your company about the perception and awareness of your brand
- * Inform your company on how to reach your customer as well as how your customer wants to be reached
- * Educate readers about your products through suggestive questioning
- * Generate opt-ins
- * Conduct competitor analysis

Case Studies

Jade Range Research Study (January 2005)

- * **Situation analysis:** Jade wanted to investigate the perception of their range and its maintenance record against its competition.
- * **Research Goal:** Perform a competitive analysis of professional ranges. Conduct an industry survey to learn what features chefs value most in a range, including a review of their market share and brand loyalty.
- * **Findings:** Jade Range learned that when buying a range, chefs consider both the range features and the reputation of the range manufacturer among peers and mentor chefs. StarChefs addressed these findings with a marketing campaign titled, "Chefs that use Jade." The survey also provided Jade with over 1200 qualified sales leads.

Pernod Research Study (October 2004)

- * **Situation analysis:** Pernod is very popular in Europe but not in the USA.
- * **Market Research:** Research both consumer and professional attitudes towards Pernod.
- * **Findings:** Pernod learned that many had not tasted their product and viewed its brands as stodgy – one that just collected dust on the shelves.
- * **Action Plan:** Dust off the bottle and update the image. Given limited budget, gain trial of Pernod by industry professionals to create push-through to consumers in the market.

continued...



16. Before today were you aware of the Pernod brand?
 *

17. Do you serve this cocktail at your bar/restaurant?
 * Yes No

18. How would you describe Pernod?
 *

19. What was your introduction to the brand?
 *

20. Have you ever used Pernod before?
 * Yes No

If yes, how?

If other, please describe:

21. Did you know that for drinking, Pernod is traditionally served with 5 parts mixer to 1 part Pernod?
 * Yes No Other

If other, please describe:

Audience

Demographic

	Age	Income	Male	Female
Professional	33	\$66,518	56%	44%
Consumer	37	\$119,370	23%	77%

Profile

- * 34% attended Culinary School
- * Thirst for information about all things culinary
- * An appetite for new industry trends and products
- * A desire to be part of a community of food and wine professionals
- * Discriminating about equipment and raw ingredients used in their cooking
- * Responsive to targeted and informed messages from StarChefs
- * Willing to receive recipes and food-related information by e-mail

Traffic

- * 19,974,793 hits/month
- * 8,246,312 page views/month
- * 584,062 unique visitors/month
- * 9+ minutes average "stickiness"
- * 7 pages viewed per session