About StarChefs.com

StarChefs.com™ has been moving the restaurant industry forward since 1995. StarChefs.com’s original culinary content is driven by in-person tastings and interviews across the world. Its mission is to catalyze culinary professionals’ success and give them the tools they need to overcome their specific challenges. In addition to featuring top chefs, pastry chefs, sommeliers, and mixologists, StarChefs.com’s Culinary JobFinder is the leading job board connecting culinary and hospitality professionals to careers in the foodservice industry. StarChefs.com™ features more than 35,000 published pages of original, chef-focused culinary content, generates over 4 million page views annually and has been nominated for Best Web Site for Food and Nutrition by the James Beard Foundation.

GAIN INFLUENCE WITH FOODSERVICE INDUSTRY PROFESSIONALS

Our award-winning site has a loyal audience of culinary professionals including executive chefs, pastry chefs, restaurant owners, managers, sommeliers and beverage directors from the most respected and trend-setting establishments. Capture the attention of these foodservice professionals who are at the forefront of the industry. Begin a dialogue and engage them in conversation. You will gain immense brand visibility through StarChefs’ strong presence within the trade community and deep relationships with leading chefs around the country. These culinary icons are the source of inspiration for other food professionals and budding culinary talents.

STARCHEFS.COM MARKETING TEAM

With over 20 years of web, food and wine industry experience and intimate knowledge of chefs, the StarChefs marketing team will work with you and/or your agency to execute a successful annual partnership. Our marketing team will track your banners and online impressions with detailed accuracy, provide event planning and execution, as well as a comprehensive report at the end of the year highlighting your brand placements. Our marketing team’s mission is to help you successfully reach our audience of industry professionals.
Online Advertising

The Internet has grown increasingly more mature and sophisticated, allowing advertisers to efficiently access a targeted prospective client base and generate product pull. StarChefs.com’s award-winning original chef-focused content and traffic of over 3.5 million unique visitors 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.

CHANNEL SPONSORSHIP
Sponsorship opportunities are available on all channels of the StarChefs website. Placements can be selective with certain channels: Homepage, Chefs, Features, Recipe Search, JobFinder, QuickMeals. Campaigns can also be customized by StarChefs’ marketing team to identify your product or service with appropriate channels.

CONTEXTUAL SPONSORSHIP
An integrated promotional program through banners, boxes and newsletter insertion that aims to engage your target audience by providing relevant solutions where and when a user is looking for answers that relate to your product or service.

PLACEMENT OPTIONS & RATES

<table>
<thead>
<tr>
<th>PLACEMENTS</th>
<th>TARGET</th>
<th>SIZE</th>
</tr>
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<tbody>
<tr>
<td>Leaderboard</td>
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<td>Widesky</td>
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<td>Medium Box</td>
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NEWSLETTERS*

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<tr>
<th>E-NEWSLETTERS</th>
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<th>REACH</th>
<th>SUBSCRIBERS</th>
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<tr>
<td>Dishrag</td>
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<td>Industry Job seekers</td>
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<td>Employer</td>
<td>Bi-Monthly</td>
<td>Industry Employers</td>
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<tr>
<td>Crush, Whipped, Mix</td>
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<td>Industry Professionals</td>
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StarChefs.com Audience

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<tr>
<th>DEMOGRAPHICS</th>
<th>AGE</th>
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<th>MALE</th>
<th>FEMALE</th>
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<tr>
<td>Professional</td>
<td>37</td>
<td>$61,363</td>
<td>78%</td>
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</tr>
<tr>
<td>Consumer</td>
<td>42</td>
<td>$147,185</td>
<td>46%</td>
<td>54%</td>
</tr>
</tbody>
</table>

PROFILE

- 70% of professionals 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

- Attended Culinary School: 70%
- Unique Visitors: 3.5 million
- Hits /month: 35.6 million

WHO

87%
Foodservice Professionals

PRODUCT EDUCATION

StarChefs’ design team will create a sponsored asset area for your company which will be hosted on StarChefs.com and featured on the home page. Sponsor advertorials written by StarChefs’ marketing and editorial teams can include product education, chef testimonials, recipes, techniques and photos from StarChefs events featuring advertiser’s products. In addition to educating StarChefs visitors about your company’s products and services, you will reap the benefits of top presence in major search engines and directories such as Google and Yahoo. Your company may request placements for keywords. While sponsors are encouraged to provide content, StarChefs editorial team has final content approval.

Sponsored Asset Area – Continuation of Existing Area

Sponsored Asset Area – StarChefs.com to Research & Write (including testimonials)

SOCIAL MEDIA

Gather intelligence on the ground level and find out what is happening in different markets. Highlight your brand in the StarChefs community and reap the rewards: show support of current customers and develop new relationships by demonstrating respect and appreciation in these markets.

Product Education and Social Media Package

4 - Contact market@starchefiinc.com for more info
MARKET RESEARCH*
StarChefs conducts research focused on the country’s top culinary professionals and consumers through surveys on StarChefs.com. The surveys and resulting data can:

• 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 - begin a dialogue and engage our community
• Conduct competitor analysis
• Sponsor must provide prize or incentive for survey

*Market Research only applicable to partners with annual commitments

CAMPAIGN DEVELOPMENT*
Create a dialogue between your brand and your target audience. With over 20 years of web, food and wine industry experience and intimate knowledge of chefs, the StarChefs marketing team will work with you and/or your agency to develop creative that speaks to our audience of chefs. Campaign development can include:

• CUSTOM CHEF ADVERTISING CAMPAIGN
  Identify and align key star and rising star chefs that use your product; secure chefs to participate in campaign; create custom Web Ad Development.

• CUSTOM WEB AD DEVELOPMENT
  Develop creative for website advertising (banner, box, wide-sky).

• COLLATERAL DESIGN
  Design specific marketing materials consistent with the look and feel of a campaign.

Free-standing tradeshow banner
Postcard
Product Fact or Sell Sheet
Print Ad
Web Ad

*Campaign Development only applicable to partners with annual commitments
SOCIAL MEDIA PROMOTION

StarChefs.com can kick start your social media presence by featuring content on Twitter, Instagram, Pinterest and Facebook such as: documenting tastings and events where your products are featured, posting photographs of dish shots, and encouraging dialogue within the community. Social media can:

• Generate awareness and promote circulation
• Encourage dialogue and create buzz within the community
• Provide alternative content ideas to support your initiative
• Increase search engine placement

VIDEO PRODUCTION*

Video has become a powerful new online medium to target your audience and educate them about your product. With over 20 years of web, food and wine industry experience and relationships with industry professionals across the country, the StarChefs marketing team will work with you and/or your agency to deliver a creative and entertaining video featuring top chefs working with your product. Video production includes:

• Identification of key chef(s) or industry professionals
• Direction and media training of talent
• Video production
• Storyboards and a script based on your product
• Management of video shoot on location
• Oversee editing and final product

*Video Production only applicable to partners with annual commitments

Chef Picks

The Chef Picks mobile apps for iPhone & iPad offer a unique spin on local restaurant listings, allowing foodies and epicures to eat like a chef every day of the week. All across the country, cravings are satisfied with recommendations from the most influential chefs in the industry. Chef Picks is constantly updated with new recommendations and we’re adding cities as fast as we can taste. With consumers spending more time in mobile apps than on the web, reach these customers before the competition does.

Run of App includes homescreen logo and interstitial ads.
Custom pricing to meet you targeting needs.
WHAT IS STARCHEFS STUDIO LAB?
This multi-purpose space is a demonstration kitchen, and so much more. The StarChefs Studio Lab is a state-of-the-art kitchen and bar in the heart of NYC, a cool modern backdrop for pop-up restaurants, and available for product launches, focus groups, and video/photo shoots. Bathed in light with majestic views of the Williamsburg Bridge, elevated subways and city scenes, this is the ideal space for chefs to test equipment, experiment and develop new menus and is a perfect New York showroom for our partners.

WHAT ARE THE BENEFITS?
• Access to space by appointment to showcase products
• Ability to host private events
• Acknowledged as House Purveyor for official StarChefs.com Studio Lab events
• Certain exclusivity for items placed (excluding buyout events)

SPONSORSHIP
Sponsorship is available only to partners—i.e. those who participate in at least two StarChefs activities per year (Rising Stars, the International Chefs Congress, STARCHEFS 100, and online advertising).
StarChefs.com Events

The StarChefs.com Rising Stars Revue showcases up-and-coming culinary talent across the country. The event is a walk-around tasting for 400-600, featuring signature dishes from each chef, as well as fine wine pairings, spirits, and entertainment. This event is attended by the leading members of the press and the who’s who in the culinary world, and helps sponsors develop relationships with the industry professionals who are pushing culinary boundaries. 2015 cities include Boston, New York, Chicago, and Seattle. Start a dialogue & engage in conversation the leaders who are creating the future of food.

StarChefs.com Rising Stars™ Sponsorship Opportunities 2015

STARCHEFS.COM RISING STARS SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Purveyor</td>
<td>Company name/logo on evite mailing of 38,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>Inclusion in media advertisement circulation with prestigious local publications</td>
</tr>
<tr>
<td>Silver/Award</td>
<td>Company name/logo included in Rising Stars Revue feature &amp; promotion on StarChefs.com</td>
</tr>
<tr>
<td>Gold</td>
<td>Access to StarChefs’ database of attendees and participants in all events</td>
</tr>
<tr>
<td></td>
<td>Sponsorship recognition - Company name on StarChefs.com Rising Stars Revue press releases</td>
</tr>
</tbody>
</table>

GOLD, SILVER AND BRONZE AWARD LEVELS INCLUDE:

- Company name/logo on evite mailing of 38,000
- Inclusion in media advertisement circulation with prestigious local publications
- Company name/logo included in Rising Stars Revue feature & promotion on StarChefs.com
- Access to StarChefs’ database of attendees and participants in all events
- Sponsorship recognition - Company name on StarChefs.com Rising Stars Revue press releases

GOLD:

- Custom promotions and/or exclusive event in conjunction with Gala*
- Sponsor product used in or paired with a signature chef dish preparation served at Gala
- Full page advertisement in Rising Stars Magazine given to all Gala participants
- 8 Complimentary Gala event passes
- 8 Complimentary After-Party event passes
- Two tickets to our exclusive Honorees Dinner the night preceding the Gala to personally meet the chefs
AWARDS (PASTRY CHEF, SOMMELIER, MIXOLOGIST, HOTEL, MENTOR, SUSTAINABILITY):

- Co-brand of Award
- Sponsor product used in or paired with a signature chef dish preparation served at Gala
- Logo on award recipient feature on StarChefs.com
- Full page advertisement in Rising Stars Magazine given to all Gala participants
- 6 Complimentary passes to both the Gala and the After-Party events
- One ticket to our exclusive Honorees Dinner the night preceding the Gala to personally meet the chefs

BRONZE: Opportunity to provide product for placement at each Rising Stars Gala as appropriate

- Half page advertisement placement in Rising Stars Magazine given to all Gala participants
- 4 Complimentary passes to both the Gala and the After-Party events
- One ticket to our exclusive Honorees Dinner the night preceding the Gala to personally meet the chefs

PURVEYOR:

- Sponsor product used in or paired with a signature chef dish preparation served at Gala
- 2 Complimentary passes to both the Gala and the After-Party events

Magazine Advertising Opportunities:

FRIEND – ½ Page AD

SUPPORTER – Full Page Ad

SPECIAL PLACEMENT -

• Inside Front Cover and First Page
• Back Cover
• Back Inside Page

Contact market@starchefsinc.com for more info - 9
10th Annual StarChefs.com
International Chefs Congress
2015 Sponsorship Opportunities

The StarChefs.com International Chefs Congress is a three-day culinary symposium where the world’s most influential and innovative chefs present the latest techniques and culinary concepts to 1,500 - 2,000 of their peers. This is the only event of its kind in the US. Attendees witness innovative demonstrations and expert panels on relevant industry topics as well as smaller hands-on techniques workshops (savory, pastry, mixology), and wine tastings. Leading manufacturers and purveyors from around the world showcase their products such as high-end kitchen equipment, specialty foods, chef tools, and wines. Attendees will have the opportunity to sample and learn more about each sponsor’s products. Start a dialogue and engage chefs in New York City at The Congress (October 25-27 2015).

*Advertisers with annual partnership commitments are given sponsorship preference at the International Chefs Congress

STARCHEFS INTERNATIONAL CHEFS CONGRESS SPONSORSHIP LEVELS

Bronze
Silver
Gold
Country Pavilion

GOLD, SILVER AND BRONZE SPONSOR LEVELS INCLUDE:

- Company name/logo on Congress mailing of ~15,000
- Company name/logo included in ICC feature & promotion on StarChefs.com with hyperlink to corporate web site
- Company name/logo placement on stage signage
- Company name/logo on StarChefs ICC Save the Date postcards
- Access to StarChefs’ database of attendees and participants in all events (email addresses are optional for attendees)
- Opportunity to advertise a product offer in the Program Insert
- Inclusion in gift bags to be distributed to all attendees
- Inclusion in the Sponsor Directory
- Disk of Congress photos, including brand placements usable in future marketing materials
GOLD:
- Custom Promotion or exclusive event in conjunction with ICC*
- 2 Full page advertisements in StarChefs.com Congress book (ads subject to creative approval)
- Product placement on Congress stage and chef demos where appropriate
- Special branding opportunity on Congress demo stage
- Premium location in Chef Products Fair
- Special branding opportunities available for naming select programs
- Invitation to evening events (ticket quantity TBD based on venue capacity)
- 15 Complimentary ICC passes to distribute to customers (restaurant professionals only)
- 6 ICC passes for staff to work the event

SILVER:
- Custom Promotion or exclusive event in conjunction with ICC*
- Full page advertisement in StarChefs.com Congress book (ad subject to creative approval)
- Product placement on Congress stage and chef demos where appropriate
- Special branding opportunity on Congress demo stage
- Premium trade show presence at Chef Products Fair
- Invitation to evening events (ticket quantity TBD based on venue capacity)
- 10 Complimentary ICC passes to distribute to customers (restaurant professionals only)
- 6 ICC passes for company staff to work the event

BRONZE:
- Half page advertisement in StarChefs.com Congress book (ad subject to creative approval)
- Product placement (where appropriate)
- Counter, cart, bar or other placement at Chef Products Fair
- Invitation to evening events (ticket quantity TBD based on venue capacity)
- 5 Complimentary ICC passes to distribute to customers (restaurant professionals only)
- 4 ICC passes for company staff to work the event
10th Annual StarChefs.com
International Chefs Congress
2015 Competitions and Events

StarChefs and Valrhona are proud to present the 2015 Valrhona C³ (Chocolate Chef Competition), the first ever in the United States and open to North American competitors. Since 2008, Valrhona has organized The Chocolate Chef Competition which pays tribute to the profession of Pastry Chefs by honoring the elaborate nature of the trade in all of its technical and creative aspects, with particular reference to chocolate. The opportunity will exist for StarChefs.com’s partners to support this competition and some of the top talent in the industry.

Title Sponsorship (SOLD)
Feature Ingredient/Equipment Sponsor
Pastry Pantry Sponsor

The 6th Annual StarChefs.com International Somm Slam is a multi-day contest that puts world class sommeliers head to head to see who creates the best on the fly pairings with dishes prepared by guest chefs. Trivia challenges and blind tastings from the on-site wine “cellar” of pre-selected wines add layers of complexity and fun to the daily contest. Previous sponsors include Rhône Valley Wines, Maison de la Région Languedoc-Roussillon, Wines of Chile, Wines of Spain and Wine Australia.

Nebuchadnezzar Sponsorship
Jeroboam Sponsorship

Get ready for Eat @ ICC, a pop-up and food-cart exhibition of the hottest restaurants from NYC and beyond. Identify and connect your brand with over 30 of the best restaurants around the country.

Title Sponsorship
Silver Sponsorship
Bronze Sponsorship
A LA CARTE SPONSORSHIP OPTIONS (MINIMUM BRONZE SPONSORSHIP LEVEL):

Podcast of your Sponsored Workshop
Scholarship Sponsor for: Chef, Pastry Chef, Rising Star
Welcome Dinner Title Sponsor
After Party Title Sponsor
Congress Cocktail Co-Title Sponsor
Product Placement in a Workshop
Seat Cushion Sponsor
Lanyard Sponsor
Full page ad in ICC book
Upgrade from ½ to Full Page Ad
Custom ad design for Book

*CUSTOM PROMOTIONS OR EVENTS MAY INCLUDE:
- Product Educational Seminars
- Stand alone event in conjunction with ICC tailored to your brand
- Exclusive reception or dinner in conjunction with ICC
- Award sponsorship

ATTENDEE PROFILE:

<table>
<thead>
<tr>
<th>ICC DEMOGRAPHICS</th>
<th>SECTOR</th>
<th>41 STATES</th>
<th>REGION:</th>
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<tr>
<td></td>
<td>Independent</td>
<td>TOP 5 STATES:</td>
<td>39.8% New York</td>
</tr>
<tr>
<td>41% Chef</td>
<td>Multiunit</td>
<td>49% New York</td>
<td>13.1% Mid Atlantic</td>
</tr>
<tr>
<td>20% Chef/Owner/CEO President</td>
<td>Corporate</td>
<td>8% New Jersey</td>
<td>8.6% Northeast (excl. New York)</td>
</tr>
<tr>
<td>13% Sommelier, Mixologist, F&amp;B manager</td>
<td>Media</td>
<td>7% California</td>
<td>9.3% South</td>
</tr>
<tr>
<td>13% Food Service Consultants, Chef Instructors, Culinary Students</td>
<td>Distributor</td>
<td>6% MD, DC, VA</td>
<td>7.9% West</td>
</tr>
<tr>
<td>7% Journalist/Writer</td>
<td>Hotel</td>
<td>5% Florida</td>
<td>3.4% Midwest</td>
</tr>
<tr>
<td>6% Pastry Chef</td>
<td>Club</td>
<td></td>
<td></td>
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<tr>
<td>6% Pastry Chef</td>
<td>Catering</td>
<td></td>
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<tr>
<td></td>
<td>School</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bar</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Association</td>
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</tr>
</tbody>
</table>

TOTAL RESTAURANT REVENUE

| TOTAL ATTENDEES: | 2,000 |

BREAKDOWN

93% US
7% International

TOP INTERNATIONAL ATTENDANCE

Spain, Italy, Mexico, UK, France, Japan

41 STATES

<table>
<thead>
<tr>
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<th>REGION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% New York</td>
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<tr>
<td>3% Bar</td>
<td>3.4% Midwest</td>
</tr>
</tbody>
</table>

TOTAL NUMBER OF SEATS

| TOTAL ATTENDEES: | 2,000 |

AVERAGE CHECK

<table>
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<tr>
<th>TYPE OF PURCHASING POWER</th>
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<tr>
<td>Influence Decision</td>
</tr>
<tr>
<td>None</td>
</tr>
<tr>
<td>Recommend Items</td>
</tr>
</tbody>
</table>

NUMBER OF SEATS

| TOTAL ATTENDEES: | 2,000 |

REGION:

39.8% New York
13.1% Mid Atlantic
8.6% Northeast (excl. New York)
9.3% South
7.9% West
3.4% Midwest

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TOTAL ATTENDEES:

2,000
**StarChefs 100**

AWARDS CELEBRATING AMERICA'S TOP 100 RESTAURANTS

NEW YORK CITY

**WHAT IS THE STARCHEFS 100?**

Put on your spiffiest duds—StarChefs.com is announcing the top 100 restaurants in the country. Our team meets and tastes with more than 600 culinary industry professionals each year, but we’re leaving the definitive top 100 to the expert palates of our 550 (and counting) StarChefs.com Rising Star Chefs, Restaurateur, Pastry Chefs, Sommeliers, and Mixologists (www.starchefs.com/risingstars). Each of our past winners will get to vote for the restaurants that they love the most. The STARCHEFS 100 is the only list that posits chefs as tastemakers, where the young culinary vanguard of America determines the rank and order of its members.

STARCHEFS 100 promises to be the most exciting thing happening in food this year. This celebration of culinary democracy will begin with a Champagne and caviar reception, giving contenders time to mingle before the awards ceremony begins. In addition to announcing the top 50 in the STARCHEFS 100 at the ceremony, we will publish a guide book and accompanying app, putting the country’s top 100 restaurants at your fingertips.

If that’s not enough reason to celebrate, count on multiple after parties—from drinks and dancing to full-on dinners—celebrating the winners and the industry at large. Elements of the event include:

- Awards Gala and After Party
- Mobile App
- Winners Guide Book
- Custom Dinners
- Title Sponsorship
- Gold Sponsorship
- Silver Sponsorship

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**StarChefs.com SMOKE BBQ COMPETITION**

**WHAT IS SMOKE?**

SMOKE is a one-of-a-kind BBQ competition that pits teams of acclaimed pit masters against motley crews of restaurant chefs from across the country. When the sweet, vinegar-laced smoke clears, the hotly contested day of brisket, birds, beer, live music, and, of course, SMOKE, culminates with awards given across several categories, including Regional American, Asian, New World, and People’s Choice. The Grand Champion not only walks away with the trophy and bragging rights, but an all-expenses team trip to Korea, presented by Chung Jung One, as well as a Southern Pride MLR 150 competition-level smoker and a chance to compete at the World Food Championships in Las Vegas, also courtesy of Southern Pride.

The winners are chosen by an assembled panel of BBQ royalty. At the inaugural SMOKE competition in New York City, the elite group of judges included chef, restaurateur, author, and television personality Andy Husbands (Tremont 647 and Sister Sorel – Boston, MA) whose own BBQ team took 1st place (out of 510) in the Brisket category at the Kansas City Royal. Also, “Famous Dave” Anderson of the BBQ juggernaut Famous Dave’s, Kenny Callaghan of Jazz-infused Blue Smoke, Brad Orrison of deep South dominate The Shed BBQ & Blues Joint, from cookbook and TV popularity Steven Raichlen (“Primal Grill” and The Barbecue Bible), and publishing powerhouses Matt & Ted Lee (The Lee Bros.), who also MC’d the event. The inaugural SMOKE spoils went to winner Chef Josh Watkins and his team Carillon from Austin, Texas. They out-smoked nine other teams from Vermont to California.

- People’s Choice Sponsor
- Feature Ingredient/Equipment Sponsor
- Pitmaster’s Pantry Sponsor

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Contact market@starchefsinc.com for more info
# StarChefs Partnership Programs

StarChefs.com aims to help partners achieve their annual marketing objectives and offers the following added value incentives:

## PLATINUM:

- Four Premium newsletter ad placements to Dishrag subscribers:
- Four Standard newsletter ad placements in newsletter of your choice:
- Twenty five percent bonus online impressions:
- Access to Rising Stars mailing lists (only applicable to year sponsored):
- Access to Rising Stars candidate lists (up to 60 contacts in each sponsored market):
- Branded Pre-Show ICC Email Blast:

**Total Value:**

## GOLD:

- Three Premium newsletter ad placements to Dishrag subscribers:
- Two Standard newsletter ad placements in newsletter of your choice:
- Bonus online impressions:
- Access to Candidates lists (only applicable to year sponsored):

**Total Value:**

## SILVER:

- Two Premium newsletter ad placements to Dishrag subscribers:
- Two Standard newsletter ad placements in newsletter of your choice:
- Bonus online impressions:
- Access to Candidates lists (only applicable to year sponsored):

**Total Value:**

## BRONZE:

- Two Standard newsletter ad placements:

**Total Value:**