



@credit to Arnolfo Two Michelin star restaurant Italy

Participation Guide

All4Chefs Summer Menu Challenge 2025

Your Flavors, Your Inspiration, Our Story

Welcome to the second edition of the Summer Menu Challenge, proudly hosted by All4Chefs — the global culinary and hospitality network dedicated to celebrating seasonality, refined technique, and creative philosophy.

Following the resounding success of our inaugural challenge, we're proud to launch the 2025 edition — expanding its reach, elevating its storytelling, and unlocking even greater global exposure.

This guide outlines the materials we require to feature your restaurant and chef team in the Summer Menu Challenge 2025. Our campaign is designed to provide long-term visibility across a global network of culinary professionals, buyers, and food-focused audiences.

Please check our last year's Edition **Summer Menu challenge 2024**

Last year's participants:

- Smoked Room 1* Michelin Dubai- Chef Jesus Lobato Suarez
- Sirocco Restaurant, Bangkok Thailand- Chef Brian Rodriquez
- Arnolfo 2** Michelin restaurant Italy- Chef Gaetano Trovato
- Szara Reneta-Michelin guide- Poland Chef Piotr Polak
- 8 ½ Otto e Mezzo Bombana 2** Michelin – Chef Nicolo Rotella
- The Japanese 2** Michelin Switzerland- Chefs Dominic Satto & Fabio Toffolon
- Azafran 1* Michelin Argentina – Chef Sebastian Weigandt
- Yamazato – Okura Prestige Bangkok – Chef Sebastiaan Hoogewerf

“Last year, due to the overwhelming response, five participating restaurants could not be featured in time. To ensure we accommodate all exceptional entries this year, we’re opening submissions earlier.

Please review the following submission requirements carefully.

1. Summer Menu Materials

To showcase your summer menu in its best light, please prepare and send:

A. Summer Menu Card

- Format: PDF or Word document
- Include full menu listings for your seasonal tasting or à la carte offering

B. Dish Visuals and Descriptions

- 9–15 high-resolution photos of your current Summer menu dishes
- **Ideally 300 DPI for still images**
- **Photo material for Reels Video Aspect Ratio:** 9:16 (Vertical Fullscreen, 1080×1920 px)
- **Photo material for LinkedIn & Facebook Video Aspect Ratio:** 4:5 (1080×1350 px) or 1:1 (Square, 1080×1080 px)
- Each photo should be accompanied by:
 - o Dish name
 - o Short description (main ingredients or inspiration)

Match each dish description to its corresponding photo filename to avoid confusion during production.

C. Restaurant / Hotel Imagery

- At least 2–4 high-resolution images
- Dining room ambiance, open kitchen action shots, terrace scenes, or restaurant exterior.

D. Video Material (Optional)

- Any short video clips, Instagram Reels, or behind-the-scenes content you'd like included in the final promotional video
- Format: MP4 or vertical/social-optimized clips preferred

E. Menu Inspiration

- A short paragraph from the Chef responsible for the Menu, describing the creative philosophy or seasonal inspiration behind your Summer menu
- You may also include the chef's personal quote or guiding principle

F. Logo & Social Media

- High-resolution logo (.PNG preferred)
 - Instagram and LinkedIn handles for restaurant and chef (if applicable)
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2. Featured Brands, Tableware & Creative Credits

We also welcome and encourage the inclusion of the following information:

A. Tableware, Plateware & Tools

Please let us know which brands or artisans you are working with for:

- Tableware / porcelain / ceramics
- Cutlery or custom knives
- Glassware, serveware, or tools of note

If you'd like these brands tagged or credited, please provide their full names and social handles (where applicable).

This increases the reach of your post/video beyond your followers and network.

B. Ingredient Spotlights

If your menu features rare, signature, or branded ingredients (e.g. caviar, truffle, specialty oils or condiments), you are welcome to mention the source or supplier.

- Tableware, cutlery, or plateware brands (with handles)
- Featured ingredient suppliers (e.g. truffle, caviar)

This allows us to tag and mention these producers if you'd like to acknowledge them.

C. Creative Credits

If you would like to credit photographers, videographers, or production teams:

- Please include Photographer / Videographer Name + Instagram

- We will include credits in posts and videos when permitted

Credits are entirely optional but appreciated. Please indicate which credits are required or preferred.

3. How Your Menu Will Be Featured

Your participation includes:

- A feature article published on our campaign hub
- Inclusion in the Summer Menu Challenge video promo
- Exposure across our culinary network, including:
 - Instagram (31.4K followers – 1M+ monthly views)
 - LinkedIn (73K+ professionals) in our All4Chefs Group
 - Facebook (22K followers)
 - Email newsletter (15K subscribers)
 - **LinkedIn & Facebook Culinary related groups All4chefs are a member of.**

Chef and restaurant handles will be tagged to maximise organic reach. Campaigns are promoted globally and indexed on All4Chefs.com for long-term visibility.

4. Optional Sponsored Post Boost

Some participants choose to further amplify their feature through a targeted promotional boost. While entirely optional, these campaigns consistently drive strong results.

Real Campaign Reach (Spring menu challenge 2025):

- TRB Hutong (Beijing) – 230K+ views
- Moma (Rome) – 133K+ views
- Horváth (Berlin) – 122K+ views

Typical range: €60–€100 budget

Why Consider Boosting?

- Reach beyond your organic followers to attract new audiences
- Increase exposure to global diners, culinary professionals, and media
- Spark potential collaborations, bookings, and brand engagement

Our digital team will assist with:

- Defining the right audience by region, interest, or language
- Content prep and platform setup
- Optimization tips to ensure maximum visibility

Note: *Optional but highly recommended for restaurants looking to scale visibility beyond their current network.*

Some restaurants may also collaborate with preferred partners to co-sponsor their boosted feature. If so, please inform us for proper acknowledgment.

5. Additional Participant Benefits

Beyond standard campaign inclusion, All4Chefs is pleased to offer the following extended benefits to maximize the value and global visibility of your participation:

A. Annual Digital Cookbook Inclusion

- **Format:** A curated digital publication highlighting standout entries from the Summer Menu Challenge 2025.
 - **Distribution:** Available to our 15,000+ subscriber network, culinary schools, partner institutions, and media affiliates.
 - **Value:** Permanent archival in a global culinary reference e-book, boosting PR potential, chef branding, and international prestige.
 - This digital cookbook will be produced as the **official Summer Menu Challenge 2025 eBook**, distributed globally and available for free to readers, chefs, and culinary institutions.
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B. Invitation to the “All4Chefs Global Tasting Panel”

- **Format:** A private circle of chefs selected to provide input on future campaigns, menu innovations, or seasonal showcases.
 - **Value:** Positions participants as recognized thought leaders and tastemakers, enhancing influence within the global culinary community.
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C. Sponsor Recognition Reward (Undisclosed)

- **Format:** Selected restaurants or chefs may be rewarded by campaign partners.
 - **Disclosure:** Details of rewards will remain undisclosed until granted.
 - **Value:** Serves as a surprise incentive recognizing outstanding content or creative alignment with sponsor values.
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D. Global Menu Voting Feature

- **Format:** All eligible summer menus will be published on the All4Chefs platform and opened to international voting.
- **Audience:** Open to chefs, culinary professionals, and food enthusiasts worldwide.
- **Value:** Engages global audiences, encourages viral sharing, and enables participant-driven exposure based on popular appeal and peer recognition.

6. Media Rights Clause

By submitting materials to the Summer Menu Challenge 2025, participants grant All4Chefs an unlimited, non-exclusive, royalty-free, worldwide license to use, reproduce, distribute, and publicly display all submitted content (including images, videos, logos, and written material) across all digital and print platforms for marketing, editorial, and promotional purposes, with no time restriction.

7. Submission & Questions

Once we receive all assets, our editorial and design team will create a draft feature and share it for your approval before publishing.

Submission Deadline: 30/06/2025

Once all material is ready, you can send via WeTransfer, Dropbox, Google Drive or similar to: info@all4chefs.com

“Ready to elevate your seasonal menu to a global stage? Submit your materials and let’s share your story.”

Thank you again for your participation and creative trust.

We look forward to featuring your Summer Menu with the care and precision it deserves.

– The All4Chefs Team



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