

SUMMER TABLES

THE COLLECTION 2026



Inside the Guide

A concise working guide for chef, restaurant, hotel, PR and marketing teams.

15 CHEF CHAPTERS	30 DAYS OF PUBLISHING	1 CHEFS MAG EDITION	2,4M VIEWS ON LAST CAMPAIGN
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Summer Tables: The Collection 2026 is a curated editorial journey by All4Chefs & Chefs Mag, built around 15 chef-led summer stories from around the world.

This guide explains the concept, the publishing path, what each chef receives, the participation fee, deadlines, material requirements, and how every chapter becomes part of the final Chefs Mag Digital Special Edition.

01. The Summer Table The concept and editorial language behind the collection.	02. The 15-Chapter Structure Why the collection is limited to 15 chef-led chapters.
03. How the Story Unfolds From approval and materials to article, Reel, audio, and rollout.	04. What Each Chef Receives Clear deliverables included in the chef participation contribution.
05. Contribution & Deadlines Fee, promotion allocation, payment timing and key dates.	06. Materials & Video Request What to send, how to name it, and the chef video request for the Summer Prologue.
07. Supplier-Supported Participation How a relevant supplier may support the chef participation.	08. Submission & Usage How to submit materials and confirm publication rights.

The Summer Table

A global culinary journey through season, menu and place.

Summer is not only a season of heat. It is a season of light, salt, fire, fruit, herbs, terraces, coastlines, late dinners, open windows and menus that carry the memory of place.

Summer Tables: The Collection 2026 is dedicated to chef-led summer stories: the menu, the dish, the setting, the ingredients, the hospitality atmosphere and the people behind the season.

Following Nature’s Premiere: The Spring Collection 2026, Summer Tables continues the seasonal editorial journey with a more focused structure: 15 chef-led chapters published across a 30-day summer campaign.

Sea Fish, shellfish, coastal herbs, citrus, raw preparations, mineral clarity and the memory of salt.	Garden Tomatoes, peppers, herbs, flowers, berries, stone fruits and vegetables at their peak.
Fire Charcoal, smoke, embers, grilled vegetables, whole fish and the simplicity of heat.	Hospitality The first pour, bread, olive oil, service rhythm, the terrace and golden hour.
Place Coastline, island, mountain, countryside, hotel, urban terrace, vineyard, garden or dining room.	People Behind the Season Farmers, fishermen, growers, foragers, winemakers, artisans and creative collaborators.

The 15-Chapter Structure

A focused editorial collection, not an unlimited campaign.

15 CONFIRMED CHEF CHAPTERS	2 APPROX. DAYS PER CHAPTER	30 DAY PUBLISHING JOURNEY
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Summer Tables is designed around 15 chef-led editorial chapters from around the world. Each chapter represents a distinct summer story, destination, cuisine, creative point of view and dining atmosphere.

The 15-chef structure allows every chapter to receive space inside the campaign instead of being lost inside a large list. The publishing plan gives each chef approximately two days of attention within a tight 30-day rollout.

Campaign line 15 chefs. 15 stories. One global summer collection.

How the Story Unfolds

From editorial approval to published chapter and digital edition.

1. Editorial Review All4Chefs reviews the chef, restaurant, summer menu idea, visual direction and overall fit with the collection.	2. Approval & Slot After editorial approval, the chapter slot can proceed subject to material delivery, payment and production capacity.
3. Material Submission The chef sends menu, dish photos, chef image, restaurant visuals, descriptions, credits and video clips in one clean link.	4. Editorial Preparation All4Chefs prepares the dedicated article, campaign copy, visual sequence, audio article and social structure.
5. Publishing Window Each confirmed chapter receives approximately two days inside the 30-day publishing journey.	6. Digital Edition After the rollout, the completed chapters are assembled into the Chefs Mag Digital Special Edition.
Production logic The first 30 days are for publishing and momentum. The following 15 days are reserved for shaping the Chefs Mag Digital Special Edition from the completed chef chapters.	

What Each Chef Receives

Included in the Summer Tables chef participation contribution.

Dedicated Editorial Chapter A composed feature presenting the chef, restaurant, summer menu, selected dishes, inspiration and place.	Dedicated Landing Page Publication on the Summer Tables collection page on All4Chefs.com, including the dedicated campaign hub at all4chefs.com/summer-menu-collection-2026/ .
Approx. 2-Day Spotlight A focused position inside the 30-day publishing calendar, designed so each chapter has room to breathe.	Visual Storytelling Dish photography, chef imagery, restaurant atmosphere and supplied video material used to shape the story.
Campaign Reel A short campaign Reel using supplied approved visual material, with chef and restaurant tagging where applicable.	Audio Article The editorial chapter can also be presented as an audio article on the platform, giving the audience another way to engage with the story.
Social Distribution Instagram, Facebook and LinkedIn campaign posts through the All4Chefs / Chefs Mag ecosystem.	Paid Social Boost £100 GBP from the contribution is allocated to promoting the chef chapter posts and/or videos on social media.
Charlie AI Assistant The trained AI assistant on All4Chefs can help	Chefs Mag Digital Edition Inclusion in the final digital special edition prepared

audiences explore the chef chapter in their own language and ask questions about the menu, ingredients, inspiration and story.

after the 30-day publishing journey.

SUMMER TABLES | THE COLLECTION 2026

Participation Contribution

One clean chef-facing option.

£300 _{GBP} CONTRIBUTION	£100 _{GBP} PAID PROMOTION INCLUDED	1 CHEF CHAPTER	15 PLACES ONLY
Chef Editorial Participation Contribution £300 GBP. This supports editorial production, campaign preparation and publication of one chef-led Summer Tables chapter.		Paid Promotion Allocation £100 GBP from the £300 contribution is allocated to paid promotion of the chef chapter posts and/or videos across social media.	
Payment Timing Payment is requested only after editorial approval and is completed together with the submission of the chapter material.		What Locks the Slot A chapter is locked for production after editorial approval, complete material delivery and payment confirmation.	
Included Editorial chapter, dedicated landing page, audio article, campaign hub inclusion, Charlie AI support, social communication, campaign Reel, approx. two-day publishing window and digital edition inclusion.		Not Included Taxes, bank fees, currency conversion costs, extra paid advertising or extended third-party usage unless agreed separately.	
Important Payment is not requested before editorial approval. Late, incomplete or unclear material may delay the chapter, reduce deliverables or move the chapter outside the planned publishing timeline.			

Deadlines & Publishing Timeline

The schedule is tight because the collection launches on July 1st.

Stage	Target Date	What it means
Editorial review period	By 15 June 2026	Chef / restaurant fit, visual direction and available production slot are reviewed.
Editorial approval	By 18 June 2026	The chapter can proceed if the concept, material direction and schedule fit the collection.
Material submission + payment	By 20 June 2026	Approved chef sends the complete material link and completes the £300 GBP contribution.
Final corrections	By 24 June 2026	Missing credits, replacements, final images or corrections must be completed.
Launch & rollout	From 1 July 2026	15 chapters unfold across approximately 30 days.
Digital edition production	Following the 30-day rollout	All4Chefs & Chefs Mag prepare the Chefs Mag Digital Special Edition.
Production note The 30-day publishing journey needs discipline. The earlier the complete material is delivered, the stronger and more polished the final chapter can become.		

Materials Needed

One clean file-sharing link. Clear names. No guessing.

Summer Menu Card PDF, Word document or clear text with the current or upcoming summer tasting menu or selected dishes.	Dish Photos 9–15 high-resolution dish photos. Avoid screenshots or compressed WhatsApp images when originals exist.
Dish Descriptions Dish name, main ingredients, short description, inspiration, supplier or origin credit where relevant.	Chef Imagery 1–2 professional chef portraits or kitchen images.
Restaurant Atmosphere 2–4 images of dining room, terrace, hotel, exterior, garden, coastline, open kitchen or service atmosphere.	Video Material Short vertical clips: plating, kitchen, service, terrace, chef detail, produce, table, setting or supplier moments. Please also include the 15-30 second Chef’s Summer Prologue video where

	possible.
Logo & Social Handles Restaurant logo, chef Instagram, restaurant Instagram, LinkedIn page, website and preferred tags.	Credits Photographer, videographer, supplier, producer, stylist, tableware maker or creative team details.
File naming example RestaurantName_Dish01_DishName.jpg RestaurantName_Dish02_DishName.jpg Use the same numbering in the dish description sheet.	

SUMMER TABLES | THE COLLECTION 2026

Visual & Video Guidance

Keep it natural, precise and easy to use.

Still Images High-resolution photography is preferred. Clean, natural and elegant images work better than over-designed material.	Vertical Reel Clips 9:16 format, ideally 1080 x 1920 px or higher. Short clips are better than long recordings.
LinkedIn / Facebook 4:5 format 1080 x 1350 px or 1:1 square 1080 x 1080 px where available.	The Chef's Summer Prologue If the chef feels comfortable speaking to camera, we highly encourage a short 15–30 second video filmed from the kitchen or restaurant.
What the Chef Can Say A short natural reflection about summer inspiration, seasonal ingredients, menu philosophy, place, hospitality rhythm or a dish that defines the season.	Opening Direction No formal introduction is needed. Begin with the idea itself, for example: “For me, summer begins with...”
Sound Avoid noisy environments if the chef is speaking. Natural atmosphere is welcome when it supports the story.	Atmosphere Terrace, coastline, dining room, pass, service, table, garden, fire, market, ingredient or landscape moments.
Why this helps A short authentic chef reflection makes the chapter feel more personal and closer to the spirit of the Spring guide. It also strengthens the Reel, article and audience engagement.	

(Optional)Video Request from each Chef

The Chef’s Summer Prologue

To help us prepare a stronger editorial chapter, Reel and audience experience, we ask each chef to send a short, natural video reflection about their summer menu and seasonal inspiration.

This does not need to be a polished commercial video. It should feel authentic, direct and personal: the chef speaking from the kitchen, the pass, the dining room, the terrace, the garden, the market or another place connected to the menu.

The Main Request A short 1 min video filmed vertically, where the chef speaks naturally about the summer inspiration behind the menu, dish, place or ingredient.	Optional Extra Clips Short MP4 clips or Reels showing plating, fire, produce, service, terrace, table, coastline, garden, supplier visits or behind-the-scenes moments.
What to Speak About Summer inspiration, the ingredients at their peak, the setting of the restaurant, the rhythm of service, a supplier, a memory, or the dish that defines the season.	Tone Professional, honest, precise and natural. No script is required. We are looking for the chef’s real point of view, not a corporate presentation.
No Formal Introduction The chef does not need to say their name or restaurant at the start. All titles, names, logos and branding will be handled by All4Chefs in post-production.	Language The chef may speak in the language that feels most natural. Charlie, the All4Chefs AI assistant, can help audiences explore the chapter in their own language.
Simple opening examples “For me, summer begins with...” “This dish represents summer because...” “The ingredient that defines our summer menu is...” “The feeling we want guests to remember this summer is...”	

Themes of Curiosity

Choose one or two prompts and speak naturally.

The chef does not need to answer every question. These prompts exist to make the video easier and more specific. Choose one or two themes that connect strongly to the current summer menu.

1. The Light of the Season Which dish depends on lightness, colour, transparency, acidity or visual energy?	2. The Heat Element How do fire, grill, smoke, embers or sun-ripened produce shape the menu?
3. The Salt Memory Is there a fish, shellfish, seaweed, coastal herb or mineral note that defines the summer story?	4. The Garden at Its Peak Which fruit, vegetable, herb or flower represents summer at its most alive?
5. The First Gesture of Hospitality What is the first summer feeling guests receive: the bread, the oil, the terrace, the pour, the room, the view?	6. The Supplier Behind the Season Which farmer, fisherman, grower, forager, winemaker or artisan helped shape the menu?
7. The Dish That Looks Simple Is there a restrained dish that looks simple but required courage, precision or discipline?	8. The Sound of Summer Service What is the rhythm of summer in your restaurant: the terrace, the pass, the grill, the glasses, the room, the sea?
9. The Ingredient at Its Limit Which ingredient is perfect only for a short moment and why does it matter now?	10. The Memory Plate Is there a dish connected to childhood, travel, landscape, family, culture or a place that returns every summer?

Technical Guidance for the Chef Video

Keep it short, clear and usable for editorial production.

Format Please film vertically in 9:16 format. 4K resolution is preferred where possible, but a clear smartphone video is acceptable.	Length The main speaking video should be around 15-30 seconds. Shorter, focused answers are better than long explanations.
In-Motion Approach We prefer shots of the chef in their element: plating, inspecting produce, tasting a component, standing at the pass, or walking through the restaurant.	Sound Choose a quiet moment if the chef is speaking. Avoid music, loud service noise or wind if the voice cannot be heard clearly.
Light Natural light is welcome. Avoid dark backlit shots unless the atmosphere is intentional and the chef remains visible.	First Sentence Start with the subject of the thought. For example: “For me, summer begins with the smell of...” instead of “It is important because...”.
File Delivery Send the video files together with the menu, dish photos and credits in the same WeTransfer, Dropbox, Google Drive or OneDrive link.	Usage The material may be used for the chef chapter, campaign Reel, social media rollout, audio/article context, campaign hub and Chefs Mag Digital Special Edition.
Important This video request is part of the chef material submission. It helps All4Chefs create a richer story and gives the audience a stronger sense of the chef’s voice, not only the dish.	

Supported Participation Through a Supplier

A genuine culinary relationship can support the chef chapter.

If a chef or restaurant has a relevant supplier, producer, winery, ingredient house, tableware maker or hospitality partner connected to the summer story, that partner may support the participation contribution.

How it works The supplier may cover the £300 GBP participation contribution on behalf of the chef / restaurant.	What can be included Natural partner mention in the chapter where relevant, supplier tag in campaign caption, and supplier logo / tag inclusion in the chef campaign Reel.
What we need Supplier name, logo, website, Instagram / LinkedIn handle, and a short explanation of how the supplier connects to the menu or story.	For more exposure All4Chefs can send the separate Selective Partners Guide directly to the supplier after the chef relationship and relevance are confirmed.
Editorial principle A partner should never feel inserted. It must belong to the culinary context, not read like a random advertisement.	

Submission & Usage Confirmation

Send one clean file-sharing link.

Send your download link to info@all4chefs.com Use WeTransfer, Dropbox, Google Drive, OneDrive or similar. Please do not upload high-resolution material directly to the website.

By submitting material for Summer Tables: The Collection 2026, the restaurant confirms it is authorised to share the supplied text, images, video material, logos, credits and social media information with All4Chefs & Chefs Mag.

The restaurant grants All4Chefs permission to use the supplied material for the Summer Tables campaign, including the campaign hub, social media posts, promotional Reel, audio article, carousel, newsletter communication, LinkedIn group distribution and the Chefs Mag Digital Special Edition.

The restaurant remains responsible for ensuring it has the necessary rights or permissions for any submitted photography, video, logos, names, supplier credits or third-party material.

Final note

Participation is curated and subject to editorial approval, production capacity, visual quality, payment confirmation and timely delivery of material.

15
CHEFS

15
STORIES

1
GLOBAL SUMMER COLLECTION

All4Chefs
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