SWEET TASTE OF AUTUMN COLLECTION 2026

# SELECTIVE PARTNERS

A partner guide for brands entering the story through editorial context, chef collaboration and sustained industry distribution.

*Anyone can reach a chef. Relevance is harder.*

Sweet TASTE OF AUTUMN COLLECTION 2026

***Six internationally recognised pastry chefs. One seasonal editorial environment. Publishing October–November 2026.***

Sweet Taste of Autumn Collection 2026 — pastry still life

INGREDIENTS / CHOCOLATE / EQUIPMENT / BAKING / HOSPITALITY

# Attention needs a reason

Chefs already receive products, introductions and collaboration requests.

## *Anyone can contact a chef.*

The harder task is creating a context that feels credible to the chef, useful to the restaurant and worth the audience's attention.

THE EDITORIAL ADVANTAGE

All4Chefs begins with a genuine seasonal subject: the menu, the kitchen, the place and the chef's point of view.
A relevant product can enter naturally where it contributes to that story.

A PRODUCT PLACEMENT

### asks for attention

AN EDITORIAL STORY

### earns attention

*We create the setting in which a chef, restaurant and relevant partner can make something people choose to watch, read and remember.*

Photo page from Chefs MAG
Sweet Taste of Autumn Collection 2026

# The audience is already in the room

A connected culinary and hospitality network across professional communities, social discovery and editorial readership.

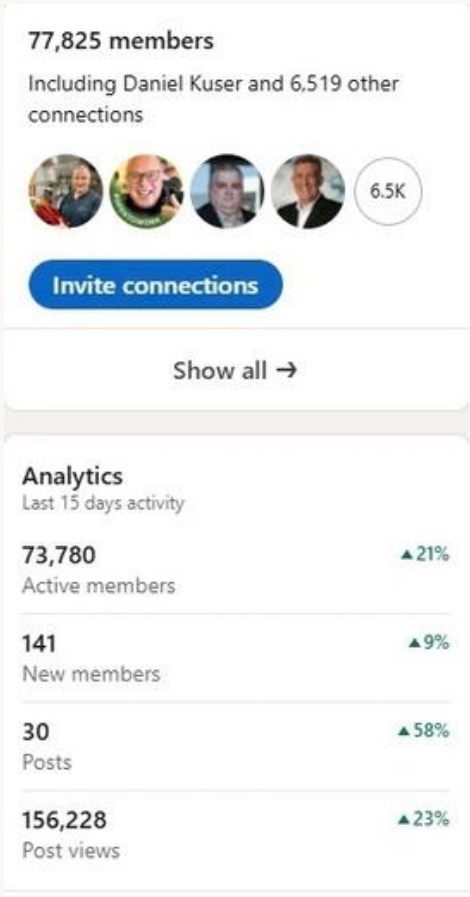
**77,825**
LINKEDIN MEMBERS

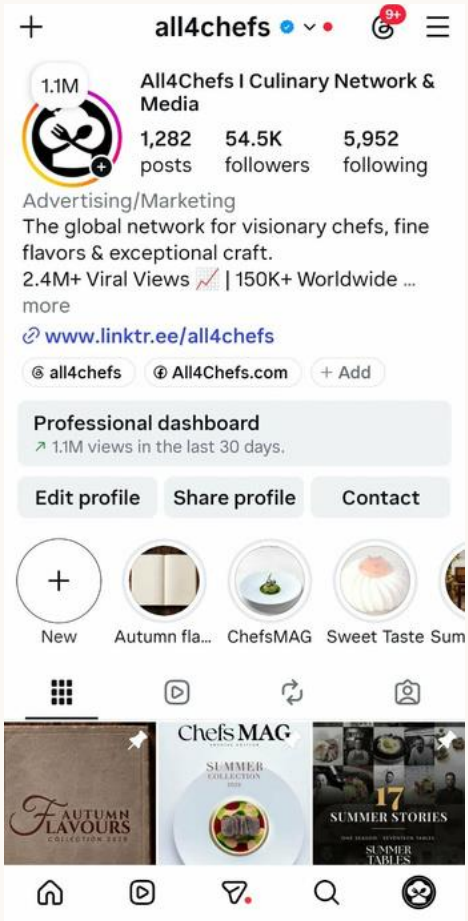
**73,780**
ACTIVE MEMBERS

**156,228**
POST VIEWS / 15 DAYS

**54.5K+**
INSTAGRAM AUDIENCE

**150K+**
WIDER NETWORK

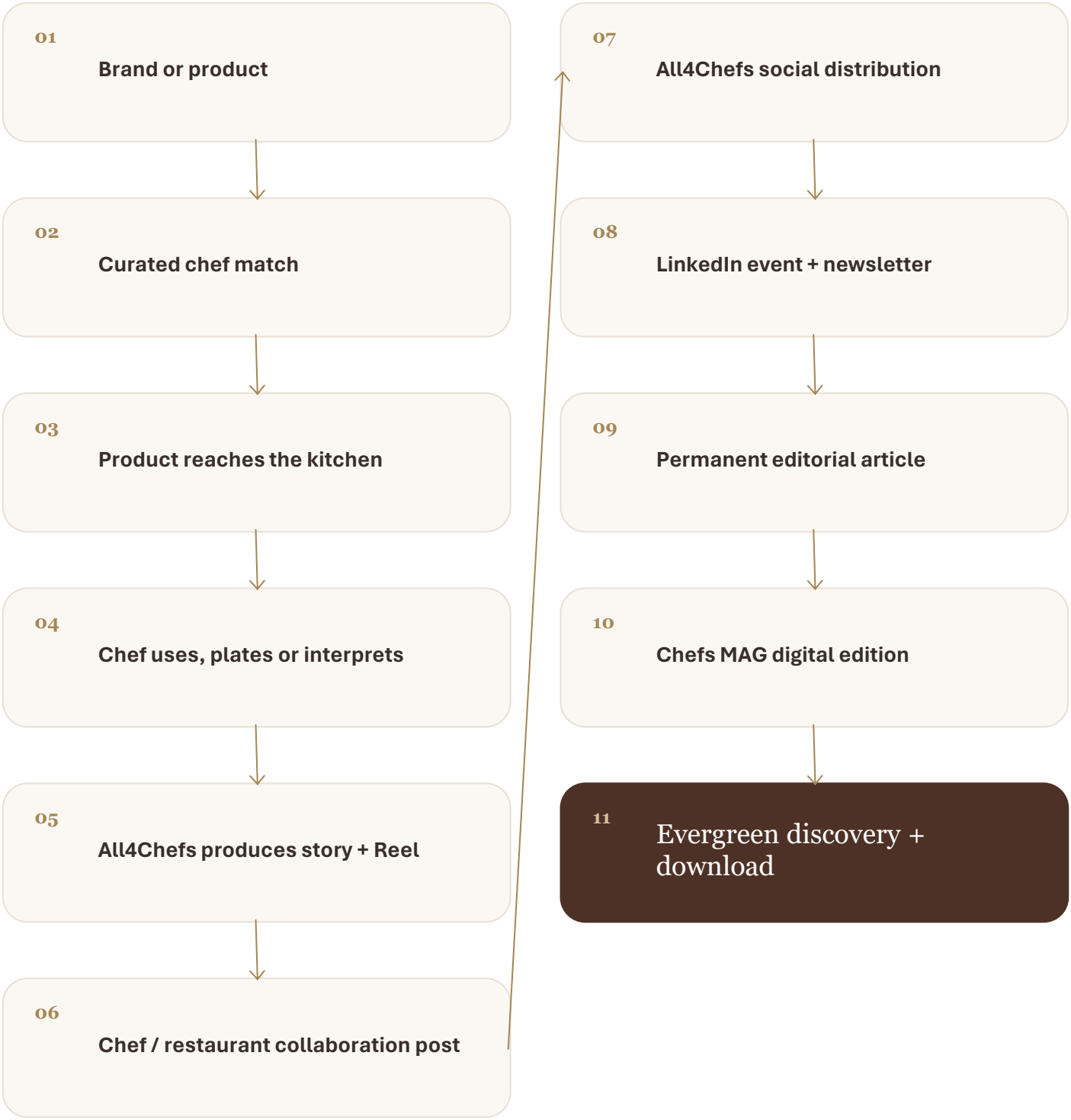



Real platform evidence. The figures above reproduce the visible metrics without alteration.

# One collaboration, many encounters

The value grows as the story moves from the kitchen into owned, shared and permanent editorial channels.




*The campaign asset keeps working after the first post.*

# The post is only the beginning

Different audiences meet the same story,
in different places and at different moments.

01 ALL4CHEFS.COM

Permanent editorial story

02 INSTAGRAM

Reel, carousel and collaboration post

03 LINKEDIN

Professional community, event and newsletter

04 GROUP DISTRIBUTION

Cross-posted to 50–70 relevant Facebook and LinkedIn groups

05 CHEFS MAG

Digital edition and downloadable feature

06 EVERGREEN ACCESS

all4chefs.com/magazine
chefsmag.com/editions

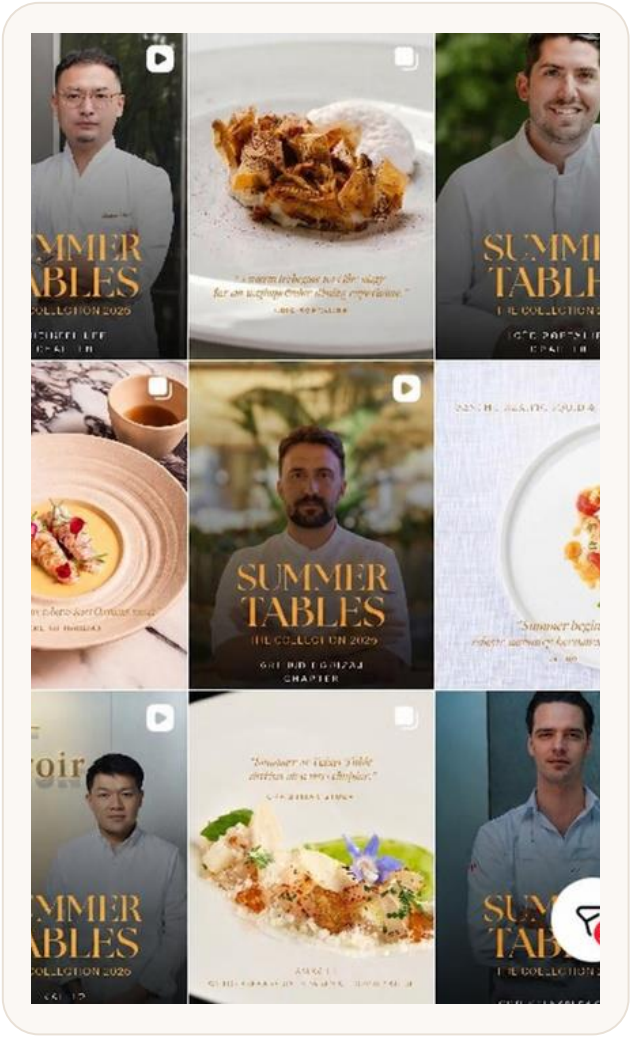
*The first encounter is only the beginning.*
*A Reel becomes a discovery.*
*A discovery becomes a read.*
*A story returns in the edition — and remains there to be found again.*

*Created for the moment.*
*Built to live beyond it.*

ONE STORY / MULTIPLE ENTRY POINTS / LONGER COMMERCIAL LIFE

# Collections people choose to enter

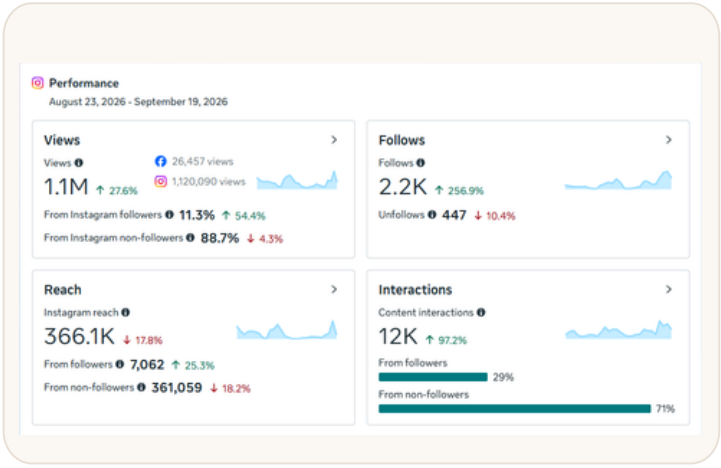
A recognisable visual world gives chefs, restaurants and partners a campaign identity that travels across formats.




SUMMER TABLES

## 1.2M+ views

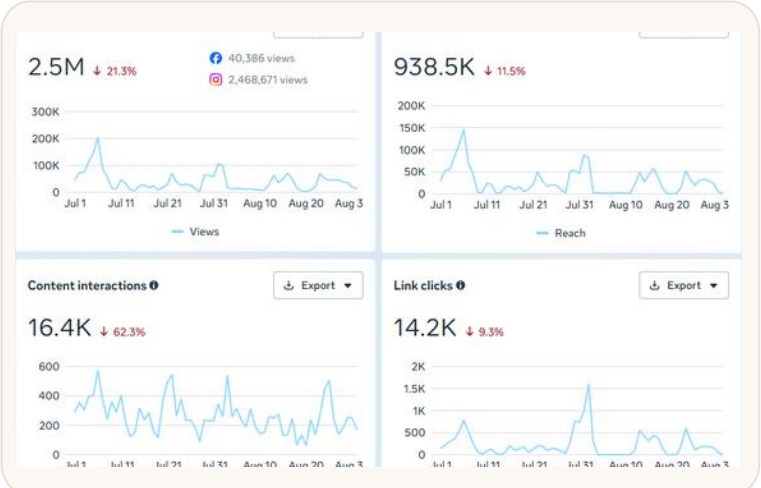
Seven-figure social periods supported by a coherent campaign look, chef collaboration posts and repeated distribution.




SPRING COLLECTION

## 2.4M+ views

The supplied reporting snapshot shows a seven-figure period, reinforcing sustained discovery beyond one launch day.




88.7% of Instagram views came from non-followers in the current reporting period.

# Choose the level of proximity

Three fixed routes, each designed for a different relationship between the brand, the editorial and the chef.

## £300 SOCIAL REEL PARTNER

Brand placement within a campaign Reel, with an editable Reel cover, agreed credit and campaign distribution. This route supports visibility without implying chef endorsement.

**Reel placement / Reel cover / social distribution**

## £750 EDITORIAL BRAND STORY

A permanent brand-led editorial story shaped for the All4Chefs audience, supported by campaign social content and inclusion in the collection's wider distribution.

**Permanent article / campaign social / network distribution**

## £1,200 SELECTIVE CHEF × BRAND COLLABORATION

A mutually approved chef and product pairing. The brand enters the chef's story where the creative and culinary fit is credible, with editorial and Reel production around the collaboration.

**Chef match / editorial feature / Reel + collaboration post**

Final inclusions depend on agreed creative fit, available assets and editorial approval.

# A wider market story

For brands, distributors and export teams seeking more than one chef, restaurant or market touchpoint.

## £3,200

3-CHEF MARKET COLLABORATION

Three curated chef collaborations developed around priority markets, categories or customer groups, with a connected editorial and social campaign story.

## CUSTOM

BESPOKE PROPOSAL

A tailored proposal for brands seeking collection-level presence, deeper content integration and an agreed multi-chef distribution plan across the Sweet Taste of Autumn ecosystem.

**You cannot buy a Chef's endorsement.**

*You can create the right reason for your product to enter the conversation.*

Sweet Taste of Autumn Collection 2026

START A CONVERSATION

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