



**2024 Membership Kit**

[tasteofblueridge.com](http://tasteofblueridge.com)

(540) 533-1853

[nancy@tasteofblueridge.com](mailto:nancy@tasteofblueridge.com)

**Restaurants, Chefs, Food  
Artisans, & Farmers**

**TASTE OF BLUE RIDGE -**

**THE ONLY ASSOCIATION IN VA AND WV HIGHLIGHTING THE PEOPLE BEHIND THE  
FARM-TO-TABLE MOVEMENT**

# INFLUENCING THE CULINARY LANDSCAPE OF VA/WV

*"It's beautiful to see our community reach the pinnacle of its growth. As a 501c3, the Root to Table Food Movement opens up so many new doors and matches our mission, vision, and core values that have evolved since our founding in 2017." - Nancy Craun, Founder.*

Root to Table's mission is twofold. We are building a professional association of cuisine experts and food enthusiasts looking to brand this region as a culinary destination. These professionals also aim to find solutions to food challenge issues faced by our local communities, which include:

- Food Security
- Quality culinary employee base
- Food distribution issues that will allow this region to support a healthy real food lifestyle.
- Embracing the preservation of land use in our communities.
- Creating an awareness among our youth to become vested in their communities.



# EXPAND YOUR VOICE TO A NEW LUXURY CULINARY AUDIENCE

The **Root to Table Culinary Series** is a marketing platform designed to showcase businesses to passionate audiences seeking exceptional culinary experiences. The vitality of this food movement stems from our collective power to make our voices heard in the bustling digital landscape.



## How will you benefit from Root to Table?

- **Network** with Businesses and Consumers who are invested in this farm-to-table movement
- **Apply to Host** the *intimate* “Taste of Excellence” events at your location!
- Add the **Root to Table** brand to your website and menus as recognition of your commitment to the local farm-to-table community.

PLUS:

- Inclusion in the PR marketing platform which includes a Google Adword campaign
- Be awarded the **Root to Table Brand of Excellence** (Pg. 4)

“Belong to a camaraderie of like-minded businesses”



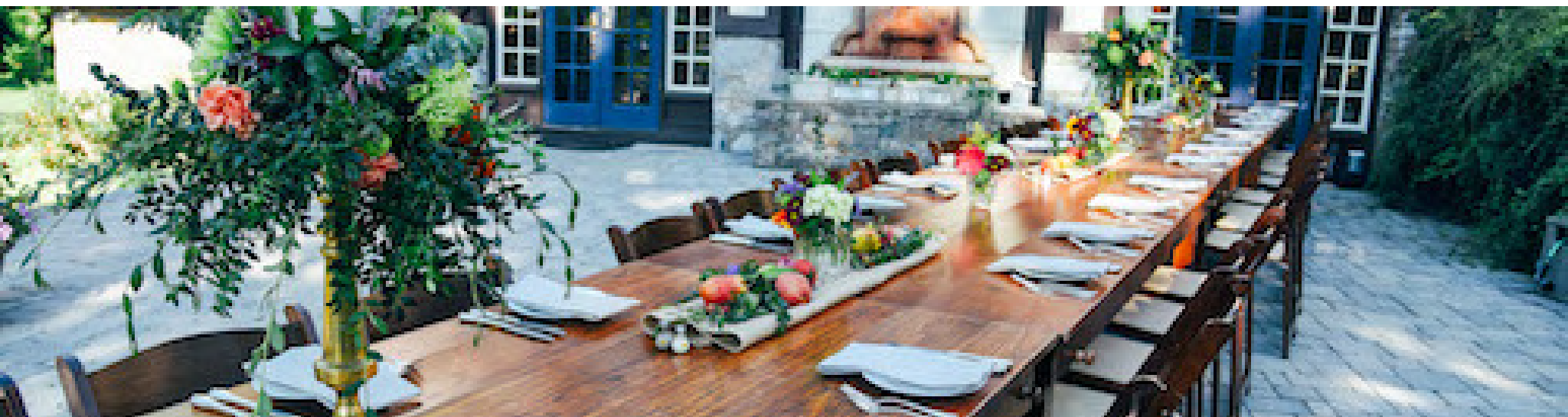
# EARN THE ROOT TO TABLE BRAND OF EXCELLENCE

The Root to Table Brand of Excellence identifies members of our community who are actively committed to building a robust and sustainable community. This includes an active role in identifying and supporting food challenges. Awards are presented at our Great Chef's Table event in the Winter of each year.

## An Exclusive Club of Culinary Professionals

- Awarded by our Advisory Boards
- Invitation to become a VIP Member of the Root to Table Foundation helping to shape the foundation's mission.

**Use this logo on your menu and website to show guests they can expect superior locally sourced meals.**





The Root to Table Culinary Series is a marketing platform to get businesses in front of enthusiastic audiences who travel for great culinary food experiences. This food movement's strength comes from our ability to share a voice in this competitive digital world. At the same time we are supporting local chefs, artisans, and farmers.

### ***Growing our Reach***

- Website: 70,000+ Annual page views (up 40% since '22)
- Social Followers increased 314% in '23
- **Social Reach: 414K+ in '23**
- E-Newsletter: 50% Avg. Open Rate / 4% CTR

### ***Our Audience***

- Age: 27 - 70+
- Guests have attended from over seven states
- Want to attend 2-3 events per year
- **Proven track record that our audience frequents our member businesses**

**GROWING OUR VOICE IN THE DIGITAL WORLD**



**Gold Annual Membership: \$1,799**

**Most Popular!**

**Membership can be customized to include:**

- Opportunity to host a Taste of Excellence Event with automatic ROI
- Biographies of highlighted Chefs and Restaurants on TasteofBlueRidge.com
- Social Media Participation with Shared Data Audiences - 314% Growth 2023
- **Spotlights on newsletter - 55% open rate**
- Dedicated Posts on our Exclusive Foodie News Blog with Google Ad Campaign
- **Personalize networking with Taste of Blue Ridge Business Audience**

**Emerald Membership for Resorts / Multiple Restaurants - \$2250**

**ANNUAL MEMBERSHIPS**

# HIGHLIGHTING INDIVIDUAL CHEFS AND FARMERS

## Annual Partnership - \$700 annual or \$69 per month

### Individual Chefs

A chef's membership provides an opportunity to showcase your skills to passionate foodies, receive press / recognition, and connect with other professionals in the locally sourced food movement.

### Farmer / Food Artisan

The farmer/food artisan is the strong base of our community. Without you, the locally sourced food movement would not exist. Meet the consumer and business audiences who want to purchase your product directly!

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- **Digital Media Program** - Social Media postings, Blogs, & Email Blast ads
  - Proven Success in building higher rankings on **Google Search** for your name and brand
  - **Networking opportunities** with both our Business contacts and consumer audience
  - Showcase of product at Root to Table Culinary Series Events (Event Participation/ Menu inclusion / Demonstrations)

