

Cooking With The Chef



An all new, hotel in-room "Cooking With The Chef" food and spirits entertainment TV show for the hospitality industry.

Sponsors benefit by exposure to private placement of their favorite product brands, and hotels benefit by presenting hotel guests highly entertaining cooking shows.



Sponsors Are Invited To Participate

Sponsors are invited to participate in a customized television broadcast throughout the domestic and international Hospitality Hotel market. As media producer of highly- targeted branding mechanisms, we are excited about our media relationships currently with the Hyatt and Marriott Hotels to create highly effective, demographic specific content to entertain and engage the guests of the hospitality community.

Now with over 1,000,000 hotel rooms exposure, sponsors can experience National and International guest viewing.

Recent research data supports the statistics that 98.2% of all hotel guests watch up to 3-1/2 hours of hotel in-room TV cable television viewing daily.

Cooking With The Chef



We have created the TV program "Cooking With The Chef" show as a unique departure from the traditional advertising paradigm, that is now able to develop an original, highly effective, branding model to focus your product visibility directly to the hotel guests.

We will deliver remarkable sponsor brand awareness impact with elevated impression, through our "soft sell" placement program. Staged singularly within the premium hotel experience, your target viewer is captivated, experiencing your brand - - uniquely by choice.



Cooking With The Chef



Traditional marketing cannot match the impact of scripted product placement endorsed by world-class chefs and hotel hospitality. When compared to other types of advertising with broad reach and frequency, brand product placement delivers a good return compared to typical advertising costs.

The cost to produce and buy media for a 30-second television spot far exceeds the cost of placing a product in a well-targeted TV production. In addition, product placement has a diminishing cost due to its longevity.



Unique Sponsor Powerful Marketing

Our hotel partnership offers a sponsor's brand a unique opportunity to engage in a powerful marketing platform...



with the ability to leverage your direct advertising cost with retail performance.

Cooking With The Chef



The Process:

- ✓ First we select the hotel menu items that compliment your product
- ✓ Then we script with the Chef and Bar Mixologist and host for presentation and plating
- ✓ After we slate for production, we review for launch at hotels for distribution
- ✓ During broadcast we measure brand sales volumes for both you and the hotels



SPONSORS

We Place Your Brand In Our TV Productions

We place a sponsor's brand as a product placement in a "Cooking With The Chef" video production that features signature hotel menu items presented by on-camera hotel staff.



DiaGeo & Ketel One Brands



Sur La Table Olive Oils



Connective programming creates an immediate bond between the hotel, sponsor brands and hotel guests.

Our Cooking and Bar Shows Offer Maximum Visibility

- ✓ **24 hour continuous TV Cooking Show looping for maximum exposure**
- ✓ **Constant rotations on electronic bulletins in lobby and high traffic areas**
- ✓ **A card placed in each room advertising In-Room Hotel Cooking and Bar Show Channel information without competitors**



Results: Increase in Sales



With over a year of testing in both Hyatt and Marriott Hotels, they have witnessed an average of 22% increase in sales at the restaurants and bars of featured products at their properties.



Presentations Hosted By Chris Aldieri and Zorianna Kit

Hosts Chris Aldieri and Zorianna Kit present hotel in-room cooking show television programs of hotel Executive Chefs that prepare a variety of hotel restaurant's menu items.

In addition, the hosts also present hotel Bar Mixiologists preparing delicious drink items.



Chris Aldieri
“Cooking With The Chef” Co-Hosts



Chris Aldieri, a long-time hotelier is also the invited “Cooking With The Chef” Host.

Chris also played an active role as General Manager for the Hyatt Regency Hotels in the past and worked for the Hyatt Hotel Corporation for over 32 years.

Hyatt hotels across the nation has felt the contribution of Chris’s talents in addition to their Hotels in Maui and Waikiki, Hawaii.

Chris has also been the Cooking Show Host for several Marriott Hotels on the U.S. Mainland.



...there is simply no better impression

Zorianna Kit

Cooking With The Chef Co-Hosts



Zorianna Kit is an acclaimed journalist who works at Reuters in print and television. She can currently be seen giving viewers household tips and solutions to save money on the syndicated news magazine series America Now.

She can also be seen interviewing celebrities with their new movie releases.

Zorianna recently joined SCNCTV as a Co-Host for their new and exciting Hotel In-Room Cooking Shows.

She was previously the resident film analyst for the TV Guide Network and anchor at KTLA's nightly news in Los Angeles.

Zorianna was also a movie reviewer on AMC's The Movie Club with John Ridley and a fill-in host on the long-running movie reviews show, "Ebert & Roeper."



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Hotel, In-Room Cooking & Beverage Show

- Entertaining for guests
- Innovative product placements for Sponsors