



Presented by



SF Chefs 2011 Festival Overview





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What is SF Chefs?

SF Chefs is San Francisco's premier food, wine, and spirits festival. Produced by the Golden Gate Restaurant Association, the weeklong celebration brings together more than 250 prominent chefs and restaurants, nearly 75 acclaimed wineries and winemakers, celebrated brewers and breweries, farmers, and artisans from around the Bay Area and beyond to the iconic Union Square for a first-class display of epicurean splendor. Throughout the four Grand Tasting Tent sessions, decadent after parties, insightful industry classes and demonstrations, SF Chefs celebrates and integrates the festival's four pillars: taste, pair, mix, and engage.



2011 At-A-Glance

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SF Chefs 2011

SAN FRANCISCO'S PREMIER FOOD, WINE & SPIRITS WEEK
SPONSORED BY CHASE SAPPHIRE™ VISA SIGNATURE®
PRODUCED BY THE GOLDEN GATE RESTAURANT ASSOCIATION

AUGUST 1-7, 2011 • UNION SQUARE

 ELIZABETH FALKNER	 MICHAEL MENA	 MICHAEL MENA	
 GARY DANKO	 TYLER FLORENCE	 NANCY OAKES	 CHRIS COSTANTINO
 ARNOLD WONG	 MELISSA PERELLO	 MAITIN YAN	
 JOANNE WEIR	 CHANG STOLL	 ROBERT HELSTROM	 DOMINIQUE CRENN
 STEFFAN TEEJE	 CHARLES PHAN		
 DANIEL SCHAROTTER	 SCOTT HOWARD	 DAVID BAZERGAN	

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- **7,500** food, wine and cocktail lovers attended SF Chefs 2011.
- Festival was comprised of **4** Grand Tastings, **10** parties, **25** classes and **15** culinary and cocktail demos.
- Over **250** Chefs and Culinary Personalities and **75** wineries, spirits and non-alcoholic beverages showcased their finest creations.
- Over **\$55,000** was raised for two charities, the Golden Gate Restaurant Association Scholarship Fund and Meals on Wheels of San Francisco.
- More than **450 million media impressions** were tracked though extensive marketing and public relations.
- **94%** of surveyed attendees said they would recommend or consider recommending SF Chefs to others

2011 Sponsors

PRESENTING SPONSORS

- Visa Signature
- Golden Gate Restaurant Association

TITLE SPONSORS

- Chase Sapphire Visa Signature

PLATINUM SPONSORS

- Andrew Freeman & Co.
- Anolon
- Bordeaux
- CBS5
- Cigar Aficionado
- Clear Channel Outdoor
- Creative Mint
- Dacor
- DPEM Event Marketing
- FIJI Water
- Food Arts
- House Beautiful
- illy
- Infiniti
- KCBS
- The National Pork Board
- PG&E
- POM Wonderful
- San Francisco Chronicle/SFGate.com
- San Francisco Magazine
- San Francisco Travel
- SKYY Spirits
- Sunset Magazine
- Tannin Management
- Virgin America
- Westin St. Francis
- Wine Spectator

GOLD SPONSORS

- Columbus Salumeria
- Gemini Spirits & Wine
- Hendrick's Gin
- Liquor.com
- Plymouth Gin
- R3 Builders
- Rhone Valley Wines
- Stella Artois
- Tasting Table
- The International Culinary Center of California
- TriMark Economy Restaurant Fixtures
- Union Square BID
- Wente Vineyards

SILVER SPONSORS

- Acrobat Staffing
- Anchor Brewing Co.
- Artisan Growers & Producers
- Brugal
- California Olive Ranch
- Chandon
- The City Club of San Francisco
- Cointreau
- Combier
- Cruise Specialists
- Dining Out Magazine
- Domaine De Canton
- Driscoll's
- Dow's Premium Port Wines
- Eater
- Ecolab
- Elixir
- Eventbrite
- Gilt City
- Graham's Port
- Kerrygold
- New Zealand Wine
- The Republic of Tea
- Ruffino
- Rye On The Road
- San Francisco Conservation Corps
- Simi
- Trumer Pils
- Veev Açai
- Wine Valet
- Yamazaki
- Yelp



Festival Marketing & PR



450 Million Total Impressions

Marketing & PR Impressions

- International – 31%
- National – 43%
- Regional – 8%
- Local – 17%

Marketing Channels

- Print
- TV
- Radio
- Email
- Outdoor Signage
- Social Media
- Grassroots
- Direct Mail

Social Media

Approximately **4 Million Total Impressions** were generated via Facebook and Twitter

Editorial Coverage Included:

- Food Arts
- CBS5
- KCBS
- SF Chronicle
- 7x7 SF
- Thrillist
- SF Weekly
- Tasting Table
- ZAGAT
- Tablehopper
- Huffington Post
- SF Bay Area Guardian
- Eater
- Grub Street

Who Attends SF Chefs

Income

- | | |
|-------------------------|-----|
| • \$200,000+ | 33% |
| • \$150,000 - \$199,999 | 17% |
| • \$100,000 - \$149,999 | 23% |
| • \$50,000 - \$99,999 | 27% |

Age

- | | |
|-------|-----|
| 21-35 | 40% |
| 36-50 | 36% |
| 51-64 | 20% |
| 65+ | 4% |

Gender

- | | |
|--------|-----|
| Female | 57% |
| Male | 42% |

Attendees

- 91% of ticket purchasers originated in California
- 9% of ticket purchases originated out-of-state

Chefs – Sponsors gain access to an influential culinary community throughout the week. Past participants have included:

- | | |
|---------------------|----------------------|
| • Hubert Keller | • Christopher Kostow |
| • Tyler Florence | • Charles Phan |
| • Michael Chiarello | • Dominique Crenn |
| • Michael Mina | • Russell Jackson |
| • Chris Cosentino | • Joanne Weir |
| • Fabio Viviani | • Martin Yan |
| • Gary Danko | • Ryan Scott |
| • Elizabeth Falkner | • Craig Stoll |
| • Joyce Goldstein | • Robert Helstrom |
| • Nancy Oakes | • Marisa Churchill |
| • Richard Blais | • Melissa Perello |
| • Jen Biesty | |
| • Emily Luchetti | |



What People Are Saying

“I left Monday morning with a full stomach and the memory of one of the greatest food and wine festivals I’ve ever attended, and that’s saying a lot, considering SF Chefs in only three years young.”

-Christopher Mariani, Man About Town

“SF Chefs again went above and beyond – everyone was blown away by what an amazing event you continue to put together”

-Elizabeth Colton, PR & Events Manager
Skyy Spirits, LLC

“I was blown away by the caliber of the culinary talent in attendance and I wanted to say that your event was one of the best culinary events we have ever attended. The food was spot-on, the set-up was gorgeous, and the "event experience" was absolutely extraordinary”

-Michael C. Esposito, MA, Co-Founder / Business Development,
Snake Oil Cocktail Company

