



**Food Chain TV** is a unique and exciting television channel and blog, that provides food, cooking, and travel related programs ranging from 5 minute segments to full 30 minute episodes, with corresponding blog posts, social media content, and YouTube content.

Our programming is available worldwide in over 50 different countries via streaming television and internet.

**Food Chain TV** was created by renown Chef Cristian Feher who is a culinary expert and seasoned traveler. Through Food Chain TV, he brings you a variety of entertaining and educational shows which touch on different aspects of the culinary world we live in.

To learn more about Food Chain TV, please visit: [www.FoodChainTV.com](http://www.FoodChainTV.com)

# How do viewers watch Food Chain TV?



**Broadcasting to the world** Although Food Chain TV is produced and aimed at the American market, the channel reaches a worldwide audience through a combination of cutting edge and strategic technologies.

**Television** Streaming television is the future of TV. Millions of people in America and around the world watch the majority of their television content, not from cable, but from the internet. Devices like Roku set top boxes, and millions of televisions with Roku built-in, enable consumers to watch prime-time, pay-per-view, and specialized TV channels streamed via the internet.

**Food Chain TV** is proud to be one of the first exclusive food channels to be publicly available on every Roku set top box, and Roku-enabled television! This allows us the potential to reach an American audience of over 8 million households! And a worldwide audience of millions more.

## **Streaming Television Stats at a Glance:**

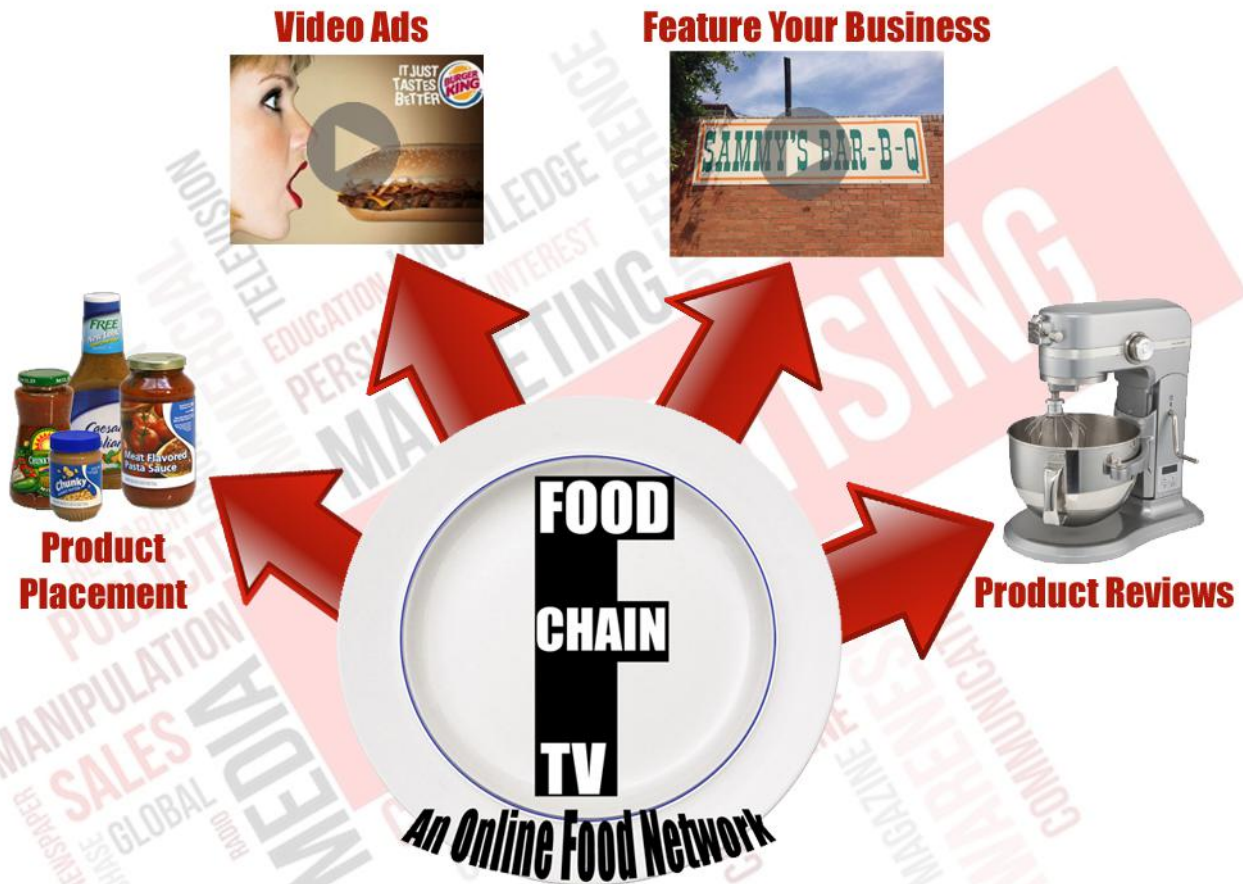
- In 2020, 78% of American households used digital media players (like Roku) to watch TV.
- As of 2019 30% of ALL new TV's had Roku software in them. And our channel is available on every single Roku unit!
- Every two years, the amount of internet to TV video traffic doubles!
- Roku users stream over billions hours of content per week.
- There are millions of Sharp, Hisense, and Insignia TV's being sold in the US that have Roku built in. They are known as “Roku TV's”

## **Food Chain TV Stats at a Glance:**

- Our channel is available on ALL Roku Devices around the world.
- Our YouTube channel has millions of individual views and over 21,000 active subscribers.
- Consumers watched over 13,000 Food Chain TV videos on their televisions in just the first two weeks of our TV channel launch!
- Our YouTube channel has over 362,000 individual video views to date!



# Advertise with Food Chain TV



**Advertising with Food Chain TV** Use our reach and talent to get your brand, product, or service seen by consumers in the US and worldwide. People that watch streaming television tend to be more likely to watch your ad, than they would watching cable TV. Our audience will watch your product being used and demonstrated by a trusted professional chef. Attract more visitors to your restaurant, or business by having us feature it on one of our episodes! And let us review your products, and educate the audience about its value, uses, and advantages.

**Food on Television** The reason food TV has exploded over the last decade is because advertisers know that people trust, and learn from food shows, and make many of their buying decisions based on a trusted chef showcasing a product or business. Your ad dollars are best spent in the food genre of TV.

# Food Chain TV Advertising Menu



**cookmore™**  
a Kenmore site



**Product Placement** The most effective way to advertise your product on television is to place your product within a show. It is more effective to have a chef using your product, than to simply advertise it at the beginning or end of the show. Viewers do not simply watch food television for entertainment, they also watch it to learn. And in the case of online videos, they watch the videos when they are doing research.

Consumers want to see products being used by professionals that can teach them something about the product. They also, in the case of online research customers, want to be told “why” one product is better than another. Product placement inside a show hosted by a professional, answers the “why” and turns it into a sale for the advertiser.

Placing your product in one of our videos benefits the viewer by teaching them what your product is, how it can be used, how it can benefit them, and with the help of a professional chef, the information is trusted. This prompts a viewer to purchase your product.

Placing your product in one of our videos benefits the advertiser by maximizing your message, reach, and consumer understanding of your product. Simply put: Your advertising dollars are best spent by placing a food product within a television food show or online food video.

**Feature Your Business** The biggest advertising challenge that restaurants and food businesses have, is getting customers in the door. How do you convince a customer to choose your restaurant over another one? The more important question is, how does a new customer even know that your restaurant exists?

By having Food Chain TV feature your restaurant or food business in one of our entertaining videos, you are opening your restaurant up to the world. People from all over the US and even from around the world will know, a) That your restaurant exists, and b) They will know what your restaurant is all about.

This results in more local and out-of-town customers visiting your establishment, because even though they may not be familiar with your business or even your city, they will know all about your restaurant from seeing it on Food Chain TV, and they will want to visit it.

By featuring your business in one of our shows, like On The Cutting Board, you can showcase your awesome food along with what makes your restaurant hot, vibrant, and unique! It's entertainment and advertising all in one fun-to-watch package!

**Video Ads** Placing a short ad at the beginning or end of a video (called a “bumper ad”) is an effective and economic way to get your product or service seen by our viewers.

Bumper ads are simply and elegantly designed to communicate your message in a short period of time. When done correctly, a 5-second ad tells the customer who you are, what product or service you offer, and how they can find out more information. These type of ads are great at directing customers to your website for more information.

You can also combine bumper ads with product placement to strengthen your message and brand within a show episode.

**Product Reviews** Because of the growing trend of consumers doing online research before they buy a product, Food Chain TV has a channel specifically dedicated to doing product reviews.

Simply put, our chef reviews your product in a short and informative video. Because he is a professional, his opinion is trustworthy. The viewer finds the video through an online search. The viewer watches the video, learns all about your product, and makes a purchase decision based on the expert video. This is the most powerful method of advertising for tangible products.

These videos are easily found on our website, FoodChainTV.com, along with a blog post full of information about your product. They are also easily found with careful keyword placement via our YouTube video channel.

Please note that only products actually approved by our culinary team will make it on to the Product Review channel. This protects the consumer and ensures that the products we recommend are actually good quality, useful, valuable products. After all, our reputation is on the line too!

Please contact us to advertise your product on Food Chain TV.

## **Contact Food Chain Television**

**Food Chain Television**  
c/o Tampa Bay Chef Services, LLC  
PO BOX 5654  
Clearwater, FL 33756 USA

Email: [FoodChainTelevision@gmail.com](mailto:FoodChainTelevision@gmail.com)

[www.FoodChainTV.com](http://www.FoodChainTV.com)