



## How to Find Culinary Partners

Do you have a favorite neighborhood cheese store? Bakery? Gourmet Store? Farm Stand? Do you know a retail establishment in the culinary field that would like some sophisticated customers from our membership shopping there? Please mention the Culinary Guild to them and ask them if they would like to partner with us. Or, get a contact name and we'll check them out.

If you need a few talking points:

- We are an organization of food professionals and food enthusiasts
- We have a 400+ name mailing list that get several emails/month announcing our events and any partner activities that are going on.
- We can arrange special events with you and our members
- We use social media to promote ourselves and our partners
- We have marketing literature that lists all our partners with links to their websites.
- We have membership cards identifying our members when they shop at your establishment
- We will promote our partner arrangement with you whenever possible
- Some of our arrangements include a % discount, \$ off a special product they're offering, a special sale, etc.
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Once you have identified a potential partner, you can decide whether to contact them or have someone else from CGNE do it. If you contact them, explore what type of discount they could offer to our members. If you want us to contact them, please get a contact name, and, if you have any relationship with the store, let us know. We can provide you with some marketing material to help in your efforts.