

STEAK TAPAS

One 8 oz. filet mignon, halved
Sea salt (preferably fleur de sel) and pepper
1 tbsp olive oil
1 cup crème fraîche or sour cream
2 canned plum tomatoes

1 shallot, coarsely chopped
16 sesame crackers
Whole nutmeg
1 oz 70% dark chocolate

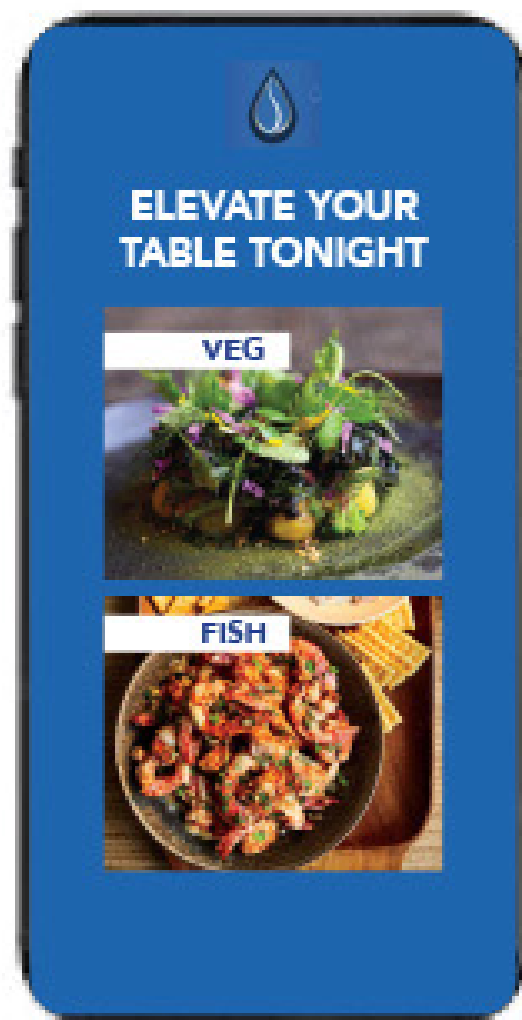
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1. Season the filet mignon with sea salt and pepper. In a sauté or grill pan over medium-high heat, warm the olive oil, add the meat, and sear to desired doneness. Allow meat to rest for 10 minutes, then slice thinly.
 2. Combine the crème fraîche, tomatoes, and shallot in a blender or food processor. Season to taste.
 3. To assemble, place two sesame crackers on each plate. Set a slice of beef on top of each cracker. Grate nutmeg to taste over the beef. Add a grating of chocolate, a dollop of tomato crème fraîche, and a sprinkle of sea salt.



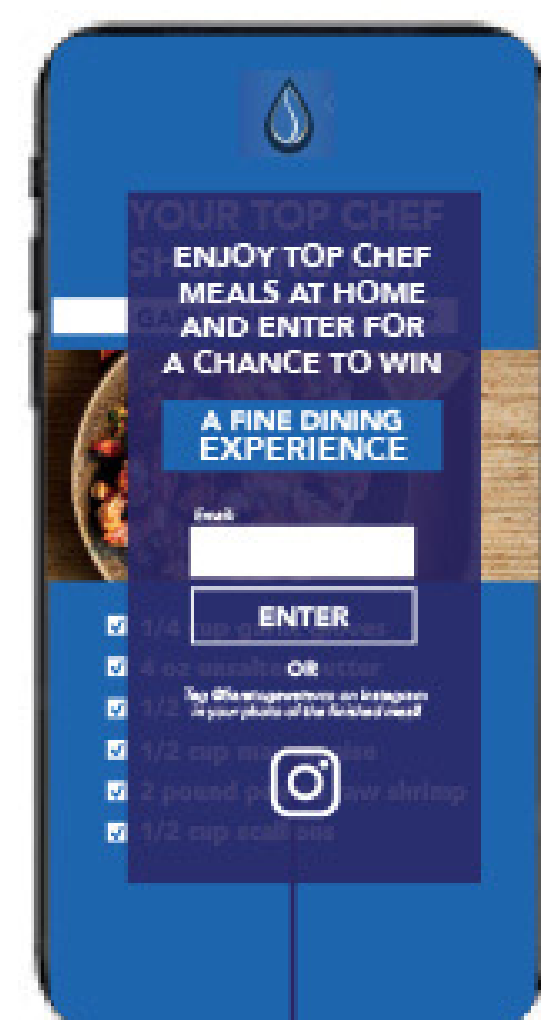
TOP CHEF ACTIVATION STRATEGY

IN STORE

SCAN
QR
CODE



+



PROS

TEST AND LEARN – Leverage existing partnership to learn if the Saratoga consumer is willing to engage at retail. This learning could be used when evaluating investing in future retail initiatives, i.e. AR experience.

ENCOURAGE SHOPPING – Create real time connection at point of purchase by weaving Saratoga product into the overall shopping experience.

CREATE COMMON THREAD – This concept could be supported by paid media, organic social as well as influencers creating a continuous thread from top through bottom of funnel.

INCREASE CONSUMER DATABASE AND FOLLOWING – Tie in sweepstakes to drive engagement, organic follower growth, and data capture that can be used for retargeting.

STRENGTHEN EMOTIONAL BENEFIT – Creating value beyond just the product by engaging with consumer's lifestyles.

CTA takes you to next screen displaying the step by step recipe

After consumer clicks "get recipe", they will be prompted to enter for a chance to win a fine dining experience.

*Methods of entry (1) data capture OR (2) post on social tagging Saratoga

CONS

NO GUARANTEE OF IN - STORE ENGAGEMENT – We can fully support the initiative through other promotional tactics and guarantee impressions but ultimately cannot guarantee consumer participation at the store level.

Objective: Develop a meaningful connection at retail between Saratoga and it's partnership with Top Chef as part of a 360 campaign approach.

Overview: Create a user friendly branded experience by featuring a QR code on POS that generates an easy-to-follow shopping list to shop in-store, right then and there, and end with the step-by-step recipe instructions, along with which Saratoga product pairs well with the recipe (still or sparkling).