

PROJECT: Concept and sample for Chef's Monthly Customer Newsletter

BUSINESS GOAL --

Engage the ideal customers of a chef-run local restaurant
Publish news of upcoming restaurant events

IDEAL CUSTOMER --

Ashley

34

Female

Married, no kids yet but wants them within a few years

College graduate

Sales manager

Born and raised in the suburbs of the medium-to-largish Midwestern city in which Brian has his restaurant

Lives in the suburbs but likes to drive into town to eat, shop, drink, attend events

Very social, fun-loving

Likes to eat out with just her husband or a close friend or family member or two but also likes to host or attend bigger parties in restaurants and bars and also at home

Knows basic cooking although she doesn't have a lot of time for it or confidence in her skills, is interested in food but doesn't have wide exposure to cuisines, would like to be a better – and creative – cook because she enjoys entertaining and also hopes she can encourage her future kids to enjoy healthy and open-minded eating

CONTENT PLAN --

Chef reaches out to ideal customers as fellow foodies

Uses personal storytelling to build rapport

Provides value in the form of recipes, information and tips for feeding family and guests with foods they'll be comfortable with but that will still stretch their food horizons

CHEF BRIAN'S VOICE AND PERSONALITY

Tone is relaxed and friendly, with occasional mild snark

Easygoing and likes to see everybody happy, but also willing to be a bit shocking or controversial or to make a splash once in a while

Offbeat – some might say sophomoric – sense of humor

Curious about everything, likes to experiment and likes to pass along what he learns

He dabbles in martial arts, like kickboxing

CHEF'S EXPERTISE TO SHARE

Inventing popular recipes and menus that combine foods, textures and flavors that are familiar and comfortable to his clientele with surprising, exotic, esoteric, raw, organic, ultra-healthy, etc., ingredients



SAMPLE NEWSLETTER ISSUE

Mixing It Up

A monthly newsletter on becoming a confident and adventurous cook, even if you don't have much time or kitchen experience.

Vol. 1, No. 9. September 2019

Dear Fellow Foodie,

Mac and cheese. Oreos and milk. PB&J. Even us foodies gotta have our comfort food. But do you know comfort food's most surprising superpower? It can tempt picky eaters out of their comfort zones.

Read on for tips on using PB&J to tempt your friends and family into food adventures.

Brian

Brian Coy

Owner and Chef, *19th and Main*

PB&J: It's Not Just for Lunch Sacks Any More

By Brian Coy, September 1, 2019

Third grade was tough. My best friend Charlie moved to Toledo. Division and bar graphs were not my friends. And could I correctly label the complete predicate? No.

I made it through thanks to my mom and comfort food. She packed the same lunch for me every day. One apple. One box of raisins. Three Oreo cookies. One tuna sandwich with tomato on white bread. Ah, comfort. Ah, stability.

One lunchtime, though, I looked at something in my lunch bag with fresh eyes. Not the sandwich. Not even the raisins. The waxed paper mom wrapped my sandwich in.

Wax can make things *so* slippery. I ran to the playground, climbed the ladder of the slide, sat on my waxed paper, threw my arms over my head...and FLEW.

And I learned a valuable lesson. Just because it's always in your lunch sack, doesn't mean it can't be a thrill.

Peanut butter and jelly spend a lot of time in lunch sacks. But they can go other places and take picky eaters with them.

Hate Breakfast, Love PB&J?

Got breakfast avoiders at your house? Try these:

Bribe 'em to eat oatmeal

You'll need:

- Oatmeal, regular or instant
- Jam or preserves

- Fresh or frozen strawberries or raspberries, diced fine or mashed with a fork

- Chopped peanuts

- Peanut butter

When the oatmeal's hot, mix in a tablespoon of jam. Mix in berries and chopped nuts. Drop dabs of PB on top.

Fresh fruit PB&J

Sandwiches for breakfast? Sure!

You'll need:

- Jam or preserves

- Peanut butter

- Fresh strawberries and/or raspberries, diced fine or mashed with a fork

- A hearty but not super-chewy store-bought bread such as Pepperidge Farm's German Dark Wheat

Spread one slice of bread with thin layers of peanut butter and jam. Top with a generous layer of berries, top with another bread slice.

Meatless Mondays Rock

Want to entice a reluctant partner or housemate into trying meatless Mondays? Try these:

Grill 'em

You'll need:

- A hearty but not super-chewy store-bought bread

- Peanut butter
- Jam or preserves
- Butter or butter-type spread
- Sliced cheese; try Gruyère or Swiss

Butter one side of a bread slice, then spread the other side with thin layers of peanut butter and jam. Place the bread butter side down in a heated skillet. Add cheese. Butter a second bread slice and place it butter side up on the sandwich. Brown one side. Flip.

Peanut Butter Thai

Easy open-faced sandwiches for hot sauce fans.

You'll need:

- A hearty but not super-chewy store-bought bread (see above)
- Peanut butter
- Sriracha sauce (Thai hot sauce, widely available at supermarkets and online)
- Fried (chow mein) noodles
- Green onion, chopped
- Lime

Spread the bread with peanut butter. Drizzle with Sriracha. Sprinkle with noodles, garnish with onion and lime.

Serve with a bowl of peanut butter and veggies for dipping. Try sweet and dill pickles, celery, carrots, radishes, banana peppers, sweet bell peppers, cukes.

[LINKS for contact]

Want another helping? Check out our [archives](#).

[Sign up](#) to get the newsletter.

[Recurring SIDEBAR Brian shares a tale about what food does when it isn't being food in the "Don't Eat That!" sidebar.]

Don't Eat That!

What's the best way to get sticker and tape residue off smooth surfaces like metal, painted wood, glass and china?

Coat the mess with peanut butter. Leave overnight. Wipe the PB away with a soft cloth and see the relentless sticky stuff disappear. PB magic! Hold the jelly.

[Recurring SELF-PROMOTION BOX – "Sweet!"]

Sweet!

On September 22, the 19th and Main team will be featured chefs at the 16th Annual Downtown Arts Festival. Come out to 6th and Green and see us. We'll be cooking up a storm just right of the main stage.

Enjoy a sneak taste of the flavors we'll serve up for fall and winter 2016. See you there!

[Recurring BIO]

About Me

Local boy made good (I hope), I fell in love with food in my mom's kitchen. And I've followed that love to dozens of cooking adventures. First in local classes and restaurant kitchens. Night dishwasher, anyone? Since then, I've traveled, eaten, cooked and washed up in New York, Paris, Bangkok, Buenos Aires and Lucknow, India.

Because there's no place like home, though, in 2010 I scraped together the cash and credit to buy a then-rundown downtown restaurant space that's now home to *19th and Main*. We cater and serve lunch and dinner to big and small parties every day, and this year we started offering short-term cooking classes at local schools.

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