



Food and Beverage Package

The **Food and Beverage Package** retainer is specifically designed for restaurants, cafes, food producers, beverage brands, and culinary professionals looking to showcase their offerings through engaging video content. This package aims to highlight the unique qualities of the client's products, create mouth-watering visual content, and promote the brand's ethos and culinary excellence. Ideal for social media, websites, and promotional campaigns, this package can help attract new customers, retain existing ones, and elevate the brand's market presence.

Target Audience: Restaurants, cafes, bars, food producers, beverage brands, culinary influencers, and any business within the food and beverage industry seeking to engage their audience with high-quality video content.

Pricing: \$4,000 - \$8,000 per month

Deliverables:

- **Videos:** 4 professionally produced videos per month, each 1-3 minutes long, showcasing menu items, behind-the-scenes kitchen processes, mixology sessions, or product highlights.
- **Content Strategy Consultation:** Initial and monthly strategy meetings to discuss content goals, seasonal promotions, and specific focuses (e.g., new menu launches, chef interviews, mixology tutorials).
- **Recipe Development and Storyboarding:** Assistance in selecting dishes or beverages to feature, crafting engaging narratives around them, and planning the visual storyboards for each video.
- **Production:** On-location filming at the client's venue(s) or a designated production kitchen, including professional lighting and audio capture to ensure

the visual appeal and quality of the food and beverage presentations.

- **Post-Production:** Editing to create a dynamic and appetizing visual experience, including color grading to enhance the visual appeal of the food/beverage, adding motion graphics (e.g., ingredient lists, chef's tips), licensed background music, and two rounds of revisions per video.
- **Social Media Optimization:** Formatting and optimizing the final videos for various platforms (e.g., Instagram, Facebook, YouTube), including creating shorter edits or teaser clips if necessary.
- **Performance Review:** Monthly analytics review to assess video performance, audience engagement, and recommendations for future content adjustments.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients requiring more than 4 videos per month, priced at \$1,000 - \$2,000 per additional video, depending on complexity.
- **Extended Filming Days:** Additional on-location filming days for extensive menu coverage or multiple venue shoots, priced at \$1,500 - \$3,000 per day.
- **Advanced Motion Graphics and Animation:** For intricate animations explaining culinary processes or highlighting ingredients, starting at \$500 per video.
- **Professional Voiceover:** Incorporation of professional voiceover to narrate the videos, enhancing the storytelling aspect, priced at \$300 - \$600 per video.
- **Expedited Delivery:** For quicker turnaround times on video production, an additional 20% of the monthly retainer fee.