



**Restaurants, Chefs, Food  
Artisans, Farmers, and  
Hospitality Professionals**

**ROOT TO TABLE -**

HIGHLIGHTING THE PEOPLE BEHIND THE FARM-TO-TABLE MOVEMENT OF VA AND WV

# INFLUENCING THE CULINARY LANDSCAPE OF VA/WV

*"It's beautiful to see our community reach the pinnacle of its growth. As a 501c3, the Root to Table Food Movement opens up so many new doors and matches our mission, vision, and core values that have evolved since our founding in 2017."*

***Nancy Craun, Founder***

## History

Root to Table LTD is a newly formed Non-Profit organization originating from the Taste of Blue Ridge initiative that began in 2017. Our organization is focused on Education, Network and Support Systems, Food Access, and Employment in the culinary and agricultural realm. Our vision is to see local food come together with local chefs, communities and individuals to create healthy lifestyles and healthy relationships with food.

## 2024-2025 Objectives

- Community - Building a strong community that embraces our mission, vision, core values and respects each other with a willingness to help build a strong apolitical voice.
- Education - Providing education to our industry specific and to our audience
- Industry - Welcoming Restaurants, Chefs, Farms, Food Artisans, Hospitality Professionals



# EXPAND YOUR VOICE TO A NEW LUXURY CULINARY AUDIENCE

**Root to Table** highlights businesses to passionate audiences seeking exceptional culinary experiences. The vitality of this food movement stems from our collective power to make our voices heard in the bustling digital landscape.



## The Root to Table Marketing Add-on

- Network with businesses and consumers who are invested in this farm-to-table movement.
- Apply to host or participate in the *intimate* “Taste of Excellence Events”.
- Have a page dedicated to your business on RoottoTable.org.
- Add the **Root to Table\*** brand to your website and menus to recognize your commitment to the local farm-to-table community.
- Be spotlighted in the Root to Table e-newsletter and social media platform

\* Logo usage Rules and Regulations will be provided.

“Belong to a camaraderie of like-minded businesses”



# JOIN OUR VIBRANT COMMUNITY

<b>Community Levels –</b> <b>**Marketing Package includes Website business page, social media campaign inclusion, Spotlight in E- Newsletter, and Community Blog Story Feature</b>	<b>VIP**</b> <b>Restaurant /</b> <b>Resort</b> <b>\$3000</b>	<b>Business or</b> <b>Affiliate**</b> <b>\$1250</b>	<b>Chef, Small Farm</b> <b>or Food Artisan</b> <b>or Individual**</b> <b>\$600</b>	<b>Individual and Rising</b> <b>Stars &amp;</b> <b>Hospitality Pros</b> <b>Scholarship Recipient</b> <b>\$150 - \$25</b>
Visibility on Website – (Listed on corresponding category page (Chef, Restaurant, Farm, etc.))	✓	✓	✓	-
Guaranteed Host of Taste of Excellence Event or Key Participant	✓			-
Use of Root to Table Logo	✓	✓	✓	-
Networking Opportunities (Potluck Dinners & Intro to Culinary Audience)	✓	✓	✓	✓
Opportunity to be Awarded the Root to Table Brand of Excellence	✓	✓	✓	✓
Featured at Culinary Events		✓	✓	-
Discount on Culinary Events – * Taste of Excellence Event	2 Free Tickets*	✓	✓	✓
Acknowledgement on Donor Page	✓	✓	✓	✓



**Social Followers  
increased  
314% in '23**

The Root to Table Culinary Series is a marketing platform to get businesses in front of enthusiastic audiences who travel for great culinary food experiences. This food movement's strength comes from our ability to share a voice in this competitive digital world.

### ***Growing our Reach***

- Website: 70,000+ Annual page views (up 40% since '22)
- Social Followers increased 314% in '23
- **Social Reach: 414K+ in '23**
- E-Newsletter: 50% Avg. Open Rate / 4% CTR

### ***Our Audience***

- Age: 27 - 70+
- Guests have attended from over seven states
- Want to attend 2-3 events per year
- **Proven track record that our audience frequents our member businesses**

**GROWING OUR VOICE IN THE DIGITAL WORLD**