

INTERNET

Caviar House & Prunier turns to top chefs for endorsements

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Caviar House & Prunier

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Caviar House & Prunier is calling on Michelin-starred chefs to help it position its products "Among the Greatest."

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"Among the Greatest" gives consumers a peek into the behind-the-scenes operations of kitchens headed by some of the world's most famous chefs, complete with preparation tips for a variety of dishes. The tips will keep consumers back to the videos, which help create an association between high-quality food and Caviar House & Prunier.

Among the greatest

The first video takes place at Vuffiens le Chateau, Switzerland and shows Bernard and Guy Ravet discussing caviar and smoked salmon. At the beginning, Mr. Bernard Ravet says that he was drawn to the brand because of its high quality products and has tapped Caviar House as the supplier.

Among the Greatest - Bernard & Guy Ravet, l'Ermitage

Even without the preparation tips given later in the video, an endorsement from an acclaimed chef will likely resonate with viewers, who will trust the tastes of a renowned cook.

Subsequent videos follow the same formula. At the River Grill in Hamburg, Germany, chef Leonhard Bader first praises the brand's products, then speaks about the food more generally and gives tips on serving balik salmon.

The third takes place at Brasserie 1806 in Düsseldorf, Germany, the fourth at Ecco Restaurant in Ascona, Switzerland, the following to the coast of Germany and the most recent returns again to Switzerland's Lausanne Palace & Spa.

Among the Greatest - Brasserie 1806, Breidenbacher Hof Hotel

A shifting preference among consumers for experiences has led to big gains among restaurants and fine dining establishments. Through these videos, Caviar House & Prunier may steer consumers towards its own establishments and also encourage consumers to make high-quality meals at home using the brand's products.

Food fight

Videos highlighting recipes and preparation methods are popular ways for brands in industries adjacent to food to reach out to consumers.

For example, last month Cooking appliance brand Wolf empowered consumers to "reclaim the kitchen" with a

series of videos.

In recent years the number of meals made at home has decreased, so Wolf has brought in individuals from all walks of life to discuss how they find time to cook and share quick, delicious recipes. Cooking is a skill that almost everyone has a use for, and learning through Wolf will make the brand more desirable ([see story](#)).

Even brands in seemingly unrelated industries sometimes find ways to incorporate food into their offerings in the hopes of crafting a more experience-based image.

For example, British retailer Harrods invited two Michelin-starred chef Tom Kerridge to stage a weeklong pop-up restaurant this fall.

Harrods is well known for its Food Halls and often plans events that raise awareness for its in-house restaurants and the food stuffs offered by its many vendors. Since dining is a social event, retailer executed eateries, pop-up or fixed, established the location as a destination rather than simply a commercial shopping hub ([see story](#)).

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