



Professional Food Content Creation & Visibility

Driving Growth Through Authentic Digital Storytelling

Our content creation service focuses on delivering genuine, high-quality video reviews that showcase the best of your culinary experience across the most engaging short-form video platforms. Our primary goal is to provide maximum visibility and drive new customers to your establishment.

1. The Standard Review Package

Our comprehensive review package covers the entire process, from experience capture and editing to posting across our major and growing platforms.

Item	Details
Service Fee	R1,500 (South African Rand)
Deliverable	One high-quality, edited video review.
Video Duration	Aiming for 1 to 3 minutes (max 5 minutes).

Full Platform Distribution

The final video is posted to maximise reach across key demographics:

Platform	Role	Current Status	Potential Reach
TikTok	Primary Platform (Maximum Visibility)	Established Following	2K - 30K

2. Partnership Logistics

To ensure a successful and genuine review experience, we require the following from our partners:

A. Meal Provision

The client is required to provide food and drink for **one person (the reviewer)** during the scheduled visit. This can be:

- One substantial item (e.g., a signature main course).
- A selection of items (e.g., a starter, a main course, a dessert, and a drink) to showcase menu variety.

B. Menu Item Selection

We welcome menu suggestions from the client, as you know your best dishes. However, the reviewer reserves the right to request an alternative choice if a suggested item is outside of their general dietary preferences or comfort zone, ensuring the review remains authentic and positive.

C. Guest Policy

One or more guests may accompany the reviewer. **We will personally cover the cost of meals and beverages for all accompanying guests.** The client is only responsible for providing the meal for the reviewer as detailed in section 2A.

3. Brand Protection & Quality Guarantee

Our commitment is to help businesses grow. We believe negative public content is counterproductive to this mission. Therefore, we maintain a strict **"No Post for Poor Quality"** policy:

If the food or dining experience does not meet a publishable standard:

1. **No Video Post:** We will **NOT** publish any review content on any platform.
2. **Private Feedback:** We will contact you privately to provide detailed, constructive feedback on what we believe needs improvement and why the experience did not work *for us*.

This policy guarantees that all published content on our platforms is genuinely positive, ensuring your visibility always aligns with quality and growth.