

# HEY THERE

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CHATTING FOOD CONTRIBUTOR PACK

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[www.chattingfood.com](http://www.chattingfood.com)

# MESSAGE FROM THE EDITOR



“

What we can't offer you in cold hard cash, we hopefully can offer you in experience and coverage - and hopefully amazing food.

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Hello!

At Chatting Food we like to be transparent and honest.

Currently, we are not in the position to pay for featured work (but we are working on it) - and we are not here to convince you to work for free. We are a UK based magazine, and though we would like to be, we can't be in all places at all times.

What we can't offer you in cold hard cash, we hopefully can offer you in experience and coverage - and hopefully amazing food. We are always looking for contributors from across the UK who would like to have their voice heard through this platform. We are also looking for a bank of writers to attend events on our behalf throughout the UK and to contribute with images, reviews or interviews.

We don't have a "tone of voice" guide or an editorial policy as such. We want to give you the opportunity to write your article, develop your following and hopefully enjoy Chatting Food with our readers. In return, we will promote you, credit you and link back to your site. If this still feels like something you would like to do, please get in touch with me.

Editor: [ellen@ChattingFood.com](mailto:ellen@ChattingFood.com)  
[@ellenpoppe](#)

# IMPORTANT INFO



## Our Audience

Our audience is an eclectic bunch of industry professionals, chefs, bakers – the odd candlestick maker – PRs, foodies, home cooks and eating out fans. They want to know **WHAT** is going on, **WHY** they should eat there, **WHO** is up and coming, **WHEN** the best events are and **HOW** they should get involved.

## Tone of Voice

We're not called Chatting Food for no reason. Our tone of voice is informal, clear and well, chatty! We don't have specific guidelines, this is your piece of work, your passion and so should be written how you feel best – but remember – we chat at Chatting Food.

## Facts – Check 'em.

### SpellCheck: ON

It is the responsibility of the writer to verify all facts and statements are correct. This also includes the correct spellings of names, places and addresses.

## Words, words, how many words

Please give an approx word count in your pitch, but for reviews, we aim for 600 words, for features up to 1500 words.

# WHAT WE ARE LOOKING FOR



The best food comes from passion, and so do the best stories. We are looking for articles and reviews that are crammed full of opinion, passion, and trust.

Our editorial ethos is simple, Chatting Food is here to encourage conversation, and recommend and promote the best the industry has.

Whether that be a chef starting a pop-up, a new venue opening, a brand new food festival or the launch of a new product.

We are here to give voice to food and drink, so please keep that in mind when submitting.

## **\*NEW FEATURE\* CHATTING FOOD IN...**

We will be launching "Chatting Food in...", a new series aimed at promoting the food scene across the UK.

We are looking for contributors to be a spokesperson and Chatting Food writer for their specific area.

- We want to know where the best places to eat are?
- Who and what are the next 'Ones to Watch'?
- Contributors to review specific restaurants.
- Champions of their local cuisine. Are you proud of your parmo or crazy about clotted cream? Tell us why.

# HOW TO PITCH

## How To Pitch Your Own Idea

Email: [ellen@chattingfood.com](mailto:ellen@chattingfood.com)

Subject Header: Pitch for Chatting Food

Include:

- Title of your article
- Opening Paragraph
- Bullet points of angle for the feature.
- Tell us about you! Tell us why you love food, share your website and social with us - we don't bite.

## How To Pitch For "Chatting Food In..."

Email: [ellen@chattingfood.com](mailto:ellen@chattingfood.com)

Subject Header: Chatting Food In..

Include

- Town/City you are looking to represent
- Title of Article
- Angle
- Any restaurants or chefs you will include
- Tell us about you! Tell us why you love food, share your website and social with us - we don't bite.

## How To Pitch For Recipes

Are you a chef looking to share your recipes on Chatting Food?

Email [ellen@chattingfood.com](mailto:ellen@chattingfood.com)

Subject Header: Recipe Submission

Include a recipe set out in the following format

- Serving Quantity
- Ingredients
- Method
- Any Plating Up Notes
- High Res Image
- Two line biography of you. Who you are, where you work, what you have achieved.
- Social Media handles and Website

# HOW TO PITCH

## How To Pitch A Restaurant Review

Email: [ellen@chattingfood.com](mailto:ellen@chattingfood.com)

Subject Header: Restaurant Review

Include:

- Name of Restaurant, Area
- Opening Paragraph
- Bullet points of review,
- One image as an example
- Tell us about you! Tell us why you love food, share your website and social with us - we don't bite.

## Sign Me Up As A Chatting Food Reviewer

Yes, we are on the look out for individuals to attend events or try new dishes representing Chatting Food. We may ask for a review, an instagram takeover, or content depending on the event or review. We will call on you as and when opportunities arise. If you'd like your name kept on file:

Email [ellen@chattingfood.com](mailto:ellen@chattingfood.com)

Subject Header: Chatting Food Gang

Include

- The town/city you will be available to review (we can't pay travel expenses)
- A bit about you
- An example of a review you have previously written - this can be on your own blog!

Due to the amount of emails we receive we may not be able to respond to each pitch. We will try our best though - and this is a promise



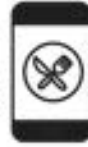
## WHAT WE CAN OFFER

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For every article published, we will offer you

- full promotion of your story across our social media channels and newsletter.
- A dedicated page on our site with full biography, contact details, images and links to your Chatting Food articles
- Opportunities to interview chefs and industry leaders, make contacts, attend events and review restaurants for Chatting Food.



# CONTACT US

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tweet



eat



food



chat



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[www.chattingfood.com](http://www.chattingfood.com)

[ellen@chattingfood.com](mailto:ellen@chattingfood.com)

social: [@chattingfood](https://www.instagram.com/chattingfood)