

CHEF'S EXCLUSIVE BLACK ANGUS BEEF AMBASSADOR PROGRAM

HOW TO BECOME AN AMBASSADOR

Applications:

- Apply through our online form and share why we're a good fit!

Review Process:

- Applications are reviewed on an as-needed basis.
- Accepted applicants receive a welcome kit (e.g., tools, swag, education materials) and will be added to the next quarterly beef shipment.

Benefits:

- Quarterly shipments of complimentary mouth-watering Chef's Exclusive Black Angus Beef.
- Content reposts on Chef's Exclusive social channels with reciprocal tagging.
- Recognition on Chef's Exclusive website and other marketing assets along with other culinary professionals.
- Chance to enter our Ambassador of the Year contest and win great prizes.

VIDEO POSTING CRITERIA

- Posts must include the brand name, brand account tag @chefs-exclusive-beef, and hashtags: #ChefsExclusive #ChefsBlackAngusBeef and #ChefsBeefAmbassador.
- Ambassadors must wear/use Chef's Exclusive swag (e.g., apron, shirt or hat, stickers) in their videos, and mention the brand in audio.
- Focus on Chef's Exclusive products and recipes (no competing brands).
- Alert Chef's Exclusive Agency and provide content links when videos are posted.

PROGRAM REQUIREMENTS

- Must be 18 years or older, located in the United States, and skilled in beef preparation.
- Have a minimum of 500 LinkedIn connections with an audience that falls within the food (beef) industry.
- LinkedIn account must be food-related and be compatible with the Chef's Exclusive brand.
- Link to Chef's Exclusive Black Angus Beef in social bio.
- Create dishes and post video content 3x minimum within 90 days of receiving product.
- Exclusivity. No affiliations with other beef or plant-based meat brands during ambassadorship.



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TERMS AND CONDITIONS

1. **Eligibility Disclaimer:**

Participation is limited to U.S. residents aged 18 or older. Applicants must meet all program requirements, including social media follower and engagement minimums.

2. **Exclusivity Disclaimer:**

Ambassadors may not promote other beef brands or plant-based meat alternatives while participating in the program. Failure to comply may result in removal from the program.

3. **Content Usage Disclaimer:**

By participating, ambassadors grant Chef's Exclusive Black Angus Beef permission to use submitted content (posts, videos, etc.) for marketing purposes on social media, websites, or other platforms.

4. **Application Review Disclaimer:**

Applying does not guarantee acceptance. Applications are reviewed semi-annually, and positions are limited.

5. **Product Disclaimer:**

Products provided as part of the program are for ambassador use only and may not be resold. Shipping timelines and product availability are subject to change.

6. **Termination Disclaimer:**

Chef's Exclusive Black Angus Beef reserves the right to terminate ambassadorship at any time for failure to meet program guidelines or other reasons deemed necessary.

7. **Liability Disclaimer:**

Ambassadors are responsible for ensuring safe food preparation and hosting practices. Chef's Exclusive Black Angus Beef is not liable for any damages or injuries related to product use or promotional activities.

8. **Privacy Disclaimer:**

Personal information collected during the application process will be used solely for program purposes and will not be shared with third parties without consent.

