

This panel becomes the right hand panel when the brochure is initially opened.



## Meet Your Personal Chef

I am Chef John Smith, perhaps the most passionate person you'll find when it comes to quality, taste, presentation and overall nutritious appeal when it involves meal preparation.

Like many of my clients, I have held a variety of corporate positions and enjoyed each at the time. But I always returned to the one true passion that provides me the greatest satisfaction of all . . . Creating and preparing excellent meals!

I do not consider myself as a gourmet chef, and I don't provide fancy ice carvings or flaming desserts. But when it comes to turning an ordinary chicken breast into a heavenly delight and a mouth watering event you won't soon forget, then I am in my true comfort zone and performing at my peak.

My personal tastes are varied, which means I have talent in virtually all cuisines, with Italian dishes and Norwegian seafood being a specialty.

My clients are so appreciative, not only for the outstanding meals awaiting them each evening, but for the hassle-free evenings where they can relax, easily heat and enjoy a quality customized meal, all without barely lifting a finger. If only all daily needs were that easy!

*"You are a lifesaver Chef John. Ever since we started using your service, we have found a way to actually sit down routinely for a true family dinner hour. Your magnificent food brings everybody around, and without the stress of cooking, we all enjoy a great evening (especially me!) Thank you so much for all you do."*

Sincerely,  
Martha B.

This panel is your back panel when folded right. No great detail or continuation of a story here - make this a second "front page", repeating contact details, along with an invitation to give you a call.

## Your Chef Personal Chef Service

*Serving the Greater Richmond Area*

### Contact Information:

**Chef John Smith**

**555-123-4567**

**[chefjohn@xyz.com](mailto:chefjohn@xyz.com)**

Contact me now or visit my website:

**[www.chefjohn4you.com](http://www.chefjohn4you.com)**

My introductory offer for first time clients is iron clad guaranteed. My meals will knock your socks off, and if not 110% satisfied in every respect, I'll refund your charge. Try doing that at a diner!

Let me, as your Personal Chef, become your best new experience



This is a sample of a standard, trifold brochure. You should expect to print in color, both sides, and use a heavier stock than 20 pound - we suggest 60-80 pound semi-gloss stock.



## Your Chef Personal Chef Service

*Solving your  
"What's for diner" question  
in good taste!*

*Serving the Greater Richmond Area*

### Contact Information:

**Chef John Smith**

**555-123-4567**

**[chefjohn@xyz.com](mailto:chefjohn@xyz.com)**

**[www.chefjohn4you.com](http://www.chefjohn4you.com)**

This is your first panel, or front of your brochure. This has a graphic, and minimal text - just your business name, contact data and a tag line. The dotted lines indicate folds.



This panel becomes the left hand panel when the brochure is initially opened.

Start here with your message.

## ***So what IS a Personal Chef Service all about?***



### ***Customized Menus***

My goal is to make each meal the very best you have ever tasted! In order to accomplish this I must know about your preferences and your dietary needs. I have the ability to prepare gourmet meals to your specifications as well as preparing any favorite recipes you may have.

When you hire me as your Personal Chef, I will come to your home and conduct an interview and complete a detailed questionnaire. Using this information, I will create delightful menu plans for your approval. Each service will provide enough customized meals for a two week period.

### ***Meal Preparation in Your Home***

Once you have approved your menu, I will schedule a day to cook in your home. I'll arrive with all of the Utensils and equipment needed to complete your customized, delicious meals. I cook the food in your home, then package and refrigerate or freeze each item, and will leave detailed thawing and heating instructions.

By following these easy instructions your meals will taste like they were just prepared . . .

*. . . I guarantee it!*

I'll leave your kitchen clean and home lingering with wonder aromas of finely prepared cuisines. You simply heat the meals and enjoy your free time, the clean kitchen, and the fabulous food.

When the brochure is fully opened, this becomes the center panel, just as it appears here. The panel to the right of this one also appears as it is here and contains further interesting detail.

### ***Variety of Healthy Menus***

I have the ability to cook not only to your tastes, but also according to your dietary requirements. So, if you need a low fat meal or you don't eat red meat, don't worry. You may want to try the turkey and black bean chili, or maybe you would prefer the lime and cilantro marinated shrimp. If neither of these entrees appeal to you there are many more you can try. In fact, I have over 300 mouth watering entrees available, which means you won't see the same meal twice in a 6 month period (*unless you absolutely insist!*)

### ***Complete Grocery Shopping***

On your scheduled cooking day, I will shop for all the groceries needed for the meals on your menu. I will purchase all of the items needed and the cost of these groceries are incorporated into the charge for the service.

### ***Freshest Vegetables***

On your scheduled cooking day, I will select the freshest vegetables available for your meals. If at all possible, I will use produce that was harvested that day and locally grown.

### ***Freshest Fish***

I personally select the freshest fish available for your meals. If fish is available that was flown in on your cooking day, I will select that fish, even if it means driving to three markets to get the very best!

Keep your "story" brief, your type in larger font and have enough "white space" (blank areas - not too crowded.) This is not a book, just an expanded business card.

### ***Top Quality Meats***

The meats I select are of the finest quality available. The cuts are the most tender, and all are purchased the day I cook for you. No frozen meat here! I offer beef, veal, lamb, pork, turkey, and chicken entrees.

### ***Freshest Herbs & Seasonings***

The herbs used in your meals are fresh and harvested that day if possible. If the herb is not in season, I will purchase dried herbs and crush them when we use them. I grind my seasonings fresh each day and only as much as I need. These practices prevent the flavorful oils from evaporating while the herbs and spices sit on a shelf waiting for use.

### ***The Solution***

Dinner is served is ready to provide you with this affordable, time saving service which solves your "What's for Dinner?" problem.

Call now for a no-obligation, no-pressure complimentary consultation.

**Your Chef**  
***Personal Chef Service***

**(555) 123-4567**

Other graphics or photos can be placed within this brochure. Use graphics sparingly - don't over do, and make sure any food photos really show off the meal (food photos are among the hardest to capture).