

American Culinary Federation

ACF SEAL OF APPROVAL



In the 1950s, the American Culinary Federation was already identified by retail and foodservice manufacturers as a highly credible source for endorsement. ACF had established a solid reputation for its highly achieved standards in the foodservice industry. A “Seal of Merit” program was established by ACF in response to these needs. ACF chefs were quickly being contacted by food and equipment manufacturers to volunteer their time for testing purposes.

ACF Seal of Approval Quality Assurance Testing Panel

Only after a product or service has been scrupulously tested by a customized and distinguished panel of chefs does it receive the ACF Seal of Approval.

This panel of culinary experts includes industry professionals with extensive industry experience. We will customize a core group of ACF professionals to perform the testing process on your product or service for evaluation.

Product Testing Criteria

Unlike other entities that offer tasting endorsements only, ACF requires extensive testing and evaluation of a product.

Products submitted for the Seal of Approval are measured against sets of general criteria:

- ★ Application: ease of use, versatility of product, adaptability of product
- ★ Formulation and Physical properties: consistent appearance, texture, color, shape and size
- ★ Performance: use of or applying the product to cooking, baking or service procedure
- ★ Packaging standards: container, label, general compliance with government regulations and standards
- ★ Additional criteria: product positioning, guarantees or claims

Use of the Seal

Recognition and endorsement from ACF via its Seal of Approval provides tremendous marketability for all products approved by this program. The Seal of Approval can be used in almost every marketing opportunity including packaging, advertising, point-of-purchase promotion and trade-show application.

Upon passing the product- or service-testing process and submitting the first annual licensing-fee installment, ACF provides digital artwork of its Seal of Approval.

ACF Seal of Approval Marketing Benefits

Brand quality and equity are perhaps the most important elements in today's selling environment. Becoming a partner with the more than 22,000 chefs and culinary professionals of the American Culinary Federation will open the door to this high-powered group of buyers.

As chefs are experiencing greater purchasing power in today's style of foodservice management, a product that bears the ACF Seal of Approval appeals to a chef's sense of excellence and quality.

Becoming a partner with the ACF Seal of Approval Program offers your sales staff unique opportunities to build an immediate rapport with the culinarians in a variety of segments – casual and fine dining, country clubs, hospitality, corporations, educational and health institutions and many more.

In order to assist with the awareness of your Seal of Approval, ACF will provide written summary of the results submitted by the panel of experts.

The marketing benefits associated with the Seal of Approval Program are designed to facilitate product development and substantiate promotional claims to targeted groups of consumers. A Seal of Approval agreement includes the following marketing benefits:

- ◆ Unlimited use of the Seal of Approval logo in advertising, promotion, and on product packaging
- ◆ Complimentary half-page color ad annually in *The National Culinary Review*, the official national publication of the American Culinary Federation (\$3,215 value annually)
- ◆ Press release from ACF distributed to all major food industry publications and top newspaper food editors announcing the endorsement
- ◆ Inclusion in the ACF Industry Partners section of the ACF Web site, as well as logo placement on the Seal of Approval page; both include company logo and link to your website (\$1,200 annually)
- ◆ Annual Use of a one-time rental of ACF member mailing list (not inclusive of email addresses) (\$5,500 value per use)

Fees

Testing and licensing fees are determined by the number of products submitted for testing; a process deliberately priced to be affordable. The pricing matrix has been researched and developed to accommodate a vast array of companies with varying needs and requirements.

Testing: All testing fees are paid in advance. The cost to test the initial product is \$2,000, which subsidizes the time, effort and resources of our certified-chef testing panel. Testing of additional products is done so incrementally, with the next tier (2-15 products) priced at \$250 per product. As the number of products increases beyond 15 the cost to test each item will continue to decrease.

Licensing: The fee for the initial product's three-year license is \$15,000, billed in three equal annual installments of \$5,000. As with testing, licensing more than one product is priced incrementally. Up to 15 products will be priced \$500 per product (after the first product) for three years, again billed annually in equal installments of \$500.

		Year 1	Year 2	Year 3
Product 1	Testing	\$ 2,000	-	-
	Licensing	\$ 5,000	\$ 5,000	\$ 5,000
Products 2-15	Testing	\$ 250/each	-	-
	Licensing	\$ 500/each	\$ 500/each	\$ 500/each
Products 16-30	Testing	\$ 150/each	-	-
	Licensing	\$ 300/each	\$ 300/each	\$ 300/each
Products 30-60	Testing	\$ 100/each	-	-
	Licensing	\$ 100/each	\$ 100/each	\$ 100/each

At the end of three years, ACF determines the need to retest the product (due to formulation changes, upgraded packaging, new marketing of the product, etc.), and if the product meets the evaluation criteria, a new agreement for three years is offered.

Once a product earns the ACF Seal of Approval from the nation's largest professional organization of culinarians, the product has earned the respect of not only the ACF members, but of the entire culinary industry. Invest in your company's future today by becoming an ACF Seal of Approval participant.



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