

3 Chefs are not empowered in the digital culinary era



Limited opportunities for monetization

Many chefs struggle to earn a sustainable income solely from traditional cookbooks and cooking shows.



Lack of direct connection with the audience:

Chefs often have limited interaction and engagement with their audience, making it challenging to understand their preferences and build a loyal following.



Limited avenues for showcasing expertise:

Chefs face challenges in reaching a wider audience and showcasing their culinary skills beyond their existing platforms or geographic location.



Difficulty in protecting intellectual property:

Recipes and culinary creations can be easily replicated and shared without proper attribution or compensation, leading to a loss of potential revenue.