

Chef Outreach Pack

Email (copy)

- Subject: Consistent premium veg - local supply for your kitchen.
- Hi Chef, we supply consistent, chef-grade produce with Tue/Fri delivery. Can we do a 10-min discovery?

Call Script (90 sec)

- Intro -> ask sourcing pain points -> offer pilot with price hold and reject policy -> book time window.

WhatsApp

- Confirm appointment, send menu of SKUs and spec sheets PDF.