



## **Eat Local - Fact Sheet**

### **What are they?**

Eat Local films are 2-3 minute videos designed to highlight the facilities and ambience of your restaurant, cafe or pub. They will be stylishly shot, reflecting the interior décor and quality of the service you provide. We recommend including a few words with the head chef or owner about the eating venue and detailing their passion and ethos for using local produce.

With many restaurants and eating establishments across the country competing for diners, creating a promotional video about you and your restaurant will truly make you stand out from the crowd. Once created this film will then feature on the Eat Local section of the Local Food Channel. It will also be yours to use as you wish, such as on your website, at trade shows or at food festivals for example.

### **What do I get for my investment?**

Our service includes:

Telephone consultancy with Local Food Channel producer

A morning/afternoon shoot at your location

A Local Food Channel crew including HDV camera, tripod, radio microphone

An edited 2-3 minute film

Inserting Titles & your Logos (provided by you) and music (royalty free)

One pass for re-edit

DVD copy of the promotional video

1 year's inclusion in the Local Food Channel's "Eat Local" section

1 year's inclusion in the Local Food Channel's Food Finder video directory of local producers

### **How do I pay?**

You pay a deposit when you book your shoot and pay the final amount once you have approved your edited video. We accept cheques, debit and credit cards.

### **How long will it take?**

Your film will be completed, delivered to you and uploaded onto the Local Food Channel within one month of the filming date, although it can be much quicker.

### **Can I make changes to the edit?**

Our Local Food Channel editors will edit the video according to your brief, upload the film for you to view online, and give you the opportunity to suggest changes - if required. Our editors will not be able to re-edit indefinitely, so it is vital that you give us all of your recommended changes at this stage.

### **What else can I do with my Video?**

We also offer an annual video hosting service for £99, which enables you to feature your video on your website, powered by the Local Food Channel. We host the video on our broadcast servers, and give you the html code to copy into your website where your video will play. This system also protects you from excess bandwidth charges which you may incur should many people visit your site and watch your video.

Still have questions? Call us for a chat!