



Silver Chef

silverchef
hospitality equipment funding
your recipe for success

Prelude:

As the only dedicated hospitality equipment funder in Australia and New Zealand, ASX-listed Silver Chef has a unique story to tell. Founded by Allan English in 1985, it has helped over 33,530 small business owners and founders achieve their dreams by offering commercial food, restaurant and catering equipment through their innovative Rent-Try-Buy finance model.

Passionate about hospitality and the power of people, the Silver Chef model supports small businesses and goes where traditional banks can't, cutting costs but also balancing purpose with profit. A certified B Corporation, the team use the power of business to solve social and environmental problems through upcycling equipment sustainably and through their work with Opportunity International.

Mkt. was engaged by Silver Chef in 2018 as a communications partner who aligned with the purpose of using business to positively impact the world. Tasked with growing general brand awareness, increasing the brand's media presence and positioning in the Australian and New Zealand market, Mkt. drives key launch news and generates feature stories.

Stories Told:

An initial storytelling workshop helped identify Silver Chef's master narrative and supporting foundational pillars, providing clarity around which stories we want to tell and direction for internal communications.

To highlight the support Silver Chef provides to the hospitality industry in Australia, Mkt. developed various story lines and drove influencer activity around key events and partner news, shining a light on unique Silver Chef success stories using key partners HWKR, Pablo & Rusty's and Charlie's Charcoal Chickens.

In addition, Mkt. supported the brand by generating positive media coverage for Silver Chef's announcement of investment into the Australian and New Zealand hospitality market.

Happily Ever After:

- Launching Silver Chef's event series in which budding restauranteurs could win funding, Holy Shiitake, Mkt. was successful in working with social media influencers and strategically engaging The Weekend Edition in an advertorial campaign to promote the series and invite guests. A total of 289,694 potential eyeballs were reached across social media and The Weekend Edition channels
- Mkt. strategically announced the news of major Silver Chef investment into the hospitality industry to coincide with the brand's sponsorship of the Fine Food event series. This elevated both angles for the hospitality and restaurant trade media, resulting in positive coverage in Australia and New Zealand
- Mkt. also supports Silver Chef with internal communications, providing strategic recommendations on documents, processes and business strategy to align each with the foundational pillars and key messages



Silver Chef to invest \$200m in hospitality

New Zealand's only dedicated hospitality equipment funder, Silver Chef, has announced it will make available \$200 million in funding for the country's hospitality industry over the next five years in a bid to help as many businesses as possible achieve their potential.

Open to new and existing businesses of all sizes, the funding will provide flexible equipment funding solutions through Silver Chef's industry first rent-try-buy model, supporting existing and new hospitality business owners get the equipment they need to create their dream.

Committed to the growing success of New Zealand's hospitality market, the financing will give operators access to commercial restaurant and kitchen equipment without the need for large amounts of capital upfront, along with educational resources and mentoring.

Silver Chef's funding commitment comes at a time when large tourism events are seeing New Zealanders spending more money on dining out and less on grocery items.

According to a study conducted by Stats NZ in 2017, approximately one quarter of the country's foodspending habits are dedicated to restaurant and take away meals, with more people choosing to source their meals outside of home.

Chief Executive Officer of Silver Chef New Zealand, Damien Guivarna, says, "Silver Chef is dedicated to supporting the longevity of New Zealand's flourishing hospitality industry to ensure the financial stress that comes with purchasing new equipment for business owners doesn't get in the way of success. "New Zealand's hospitality market is strong and experiencing consistent growth. As the country's only dedicated hospitality funder, we hope that existing business owners and budding foodie entrepreneurs see it as the ideal time to embrace a flexible financing model," adds Guivarna.

Silver Chef has already dedicated over 30 years to supporting more than 30,000 hospitality businesses around the globe, including nearly 2,000 in New Zealand alone.

**A study conducted by Stats NZ found that in September 2017, 26 percent of food spending was spent in restaurants and on ready-to-eat meals compared to 23 percent in 2017. About 34 percent of spending went on grocery food, compared with 37 percent in 2014.*



Mkt.