



## Trusted Veal from Europe Ambassador Program

### Why be an ambassador?

As an ambassador for “Trusted Veal from Europe: Simply the Best in Taste and Tradition,” you get to be part of cultivating interest in European veal as a traditional, safe, delicious and reliable meat option. Through digital content, our ambassadors will aid in telling the story of how European veal producers keep the milk-fed tradition alive. Additionally, as an ambassador for Trusted Veal from Europe you will receive:

- Veal product for content development
- Potential reposting and featured profile on the Trusted Veal Website - branded recognition on website
- Be part of a network of professional chefs

Ambassador contracts last 12 months and are reviewed annually.

### Ambassador Requirements

- Applicants must be highly connected to their social media networks with genuine engagement, preferably part of an in-person network.
- There is a minimum following requirement of 2,000 followers with at least 4% of followers engaging with posts on average. Social accounts must have food and recipe photography which will be reviewed by Trusted Veal from Europe.
- Believes in and uses the product.
- Strives to enhance the fine dining experience.
- Understands and has experience in promotional marketing.
- Be a food service professional.
- Must be willing to make posts public on social media, share photos with Trusted Veal from Europe, and work exclusively with our veal. No other partnership with meat or plant-based brands is allowed during their time as an ambassador.
- Must use recommended verbiage about the product and talk about the product in a positive light.
- Must be located in the continental United States or Canada.
- Remain in active communication with Trusted Veal from Europe during the length of the ambassadorship.



## How to become an ambassador

1. Complete the application form located on our website and let us know why we should choose you.
  2. After the application is submitted, you will receive an email confirming your application was received.
  3. We will be in touch within 30 business days if your application is approved to let you know the next steps. Once qualified as a brand ambassador, you will be onboarded through a one-hour Zoom meeting and provided with guidelines and strategies on ways to promote veal products.
- Product ships with one month's notice (cost and amount to be determined).

## What happens when you receive the product? And how much will you receive?

You will create a dish to share with your audience. This could look like:

- Prepping a dish to serve your staff
- Hosting an exclusive event to share the veal with friends or family

For each cut of veal, you will post 2-3 times across your social media channels talking about how the veal was used. This must be done within 90 days (about three months) of receiving the product. We will share a few suggestions of best practices for your posts. When applicable, the collab feature will be used to share content to the Trusted Veal from Europe Instagram account.

- Posting can be on Facebook, Instagram, TikTok, Pinterest, Blog, and email (to be outlined for each influencer).
  - Your posts must include the brand name, brand account tag, and hashtags #TrustedVealAmbassador #discovertrustedveal and a link to trustedveal.com in your bio or link tree.
- Content Review Process:
    - Ambassadors will be provided a Content Guidelines document that outlines how to craft their posts.
    - All content posted by ambassadors will be reviewed retroactively and if updates are needed, the ambassador will be contacted to edit the post.
  - Your posts/content may be documented and reposted across the Trusted Veal website.
  - We will reach out for content metrics within 30 days (about four and a half weeks) of posting.
  - Exclusivity with Trusted Veal from Europe is required for one year from the start date. No ambassador will be allowed to partner with another meat brand or plant-based meat alternative during this period.