



# VIRTUAL CHEF SERVICES

*Specializing in R&D and Content  
Development for  
Produce and COP Producers*

Having a dedicated corporate chef is a substantial investment. In addition to an annual salary and benefits package, you also incur the expense of stocking and maintaining a commercial kitchen facility and often hiring a support team for sanitation, photography and copy editing. At the end of the year it's not uncommon for business to spend several hundred thousand dollars on their culinary R&D and content creation.

Virtual Chef Services allow you on demand access to an award winning corporate chef when and how you need it. We offer services tailored to your requirements. Whether you need a single dish, or an entire portfolio, our team is proficient in developing creative recipes and content both quickly and economically.



A background image of a kitchen scene. In the foreground, a large metal pot sits on a gas stove. To its right, a pan is cooking wide, flat pasta (like farfalle or farfalle) with a green sauce. The stove's burner is lit, and the flames are visible. The background is dark and out of focus.

## SERVICES

Recipe Development

Food Photography

Content Creation

Social Media Campaign  
Development

Cocktail Development

Event Activations

Product Testing

**Who Are We?** Chef John Cox is the owner and primary culinary contact for all projects. He has twenty years as an acclaimed corporate chef, writer and photographer. From Michelin level cuisine at The Post Ranch Inn, to smoked brisket off the Big Green Egg, Chef Cox has an eye for detail and diverse culinary repertoire.

In addition to Chef Cox, our team has a talented mixologist for cocktail development, an accomplished marketing director for content and social media and a resident pastry chef for breads and desserts. Collectively our team has decades of experience in a variety of cuisines, from classic French and Italian to American Regional, Japanese and Thai. We also have an extensive culinary resource library where we can research less familiar ingredients and dishes.



**How Does it Work?** Simple. You tell us what you need and we make it. Do you need content for a quickly approaching holiday? Just ship us your product and we can turn around the recipe and photos in less than a week. Same day rush development also possible if we can source ingredients locally.

Whether you want to focus on a gluten free product placement, a fine-dining dish for a magazine spread, specific dishes for a new target market or even just get some high-quality products and prep images, we create recipes and content unique to your brand.





**What if you need “Boots on The Ground”?** We get it, some things just can't be done virtually. If you need a Chef to make a culinary presentation to a VIP client, activate a photo-worthy trade-show booth, or need someone to do hands on training, we are willing and able to pack our knives and make sure your event is a great success.





CLIENTS & COLLABORATORS







**Chef John Cox** is a twenty year veteran of the Food & Beverage industry. He currently owns The Orcas Hotel on Orcas Island, Washington, Cultura Comida y Bebida in Carmel, California and Cult Taco in Monterey, California.

He has been Executive Chef for The Post Ranch Inn in Big Sur, California as well as Corporate Executive Chef for two boutique hotel groups. Recently he engineered an ambitious ranch-to-table restaurant experiment called The Bear and Star in Santa Barbara, California. In conjunction with the Fess Parker Family, he designed a 900 acre wagyu ranching program, mushroom caves, organic farm and chicken coops to supply the family's restaurant and brewery. This project was featured by Discovery Channel, The Food Network and Food & Wine Magazine for its groundbreaking approach to farm-to-table dining.

In addition to his time as a Corporate Chef and Vice President of Food & Beverage, Chef Cox is also a published writer and photographer and accomplished entrepreneur.

**More Information:** Recipe Development starts at just \$150. Reach out to John at 831-917-9298 or [\*\*chefcox@gmail.com\*\*](mailto:chefcox@gmail.com) to discuss your needs.