

Video Guidelines

1. **Video requirements resolution 720p or 1080p**
 - Please ensure that you shoot the video at a higher resolution
 - If you are using a phone to shoot, use the back camera.
 - Send video in mp4 format.
2. **Shoot horizontally**
 - When shooting video or taking pictures, use a *landscape frame (horizontal)*
3. **Frame video in the centre**
 - Make sure you frame the subject of interest in the *centre*.
 - Please remember to always leave *headroom* in the frame.
4. **Higher resolution pictures**
 - Make sure the pictures at a *higher resolution*, otherwise they will look pixelated in the videos. The images should be sharp and clear.
5. **Biography**
 - The bios should be short and precise, not more than 200 words. Don't forget to give a *brief history about you and your food*.
6. **Content**
 - Avoid anything that promotes violence, religion, political biases, discrimination of any kind and human rights abuses.
 - Before your video, always introduce yourself and share a little bit of information about yourself.
7. **Length**
 - Please record videos that are maximum 10 minutes.
8. **Branding and promotion**
 - Please mention *Artists and Artisans*, along with *Saffron Hub* during your video.
 - Feel free to share and promote your presence at the event on social media.
 - Encourage your friends/family to attend the event.
 - Please tag us by using our social media handles: our Instagram handle is *@artistsandartisansnetwork* , our Facebook Page "*Artists and Artisans Development and Network*", and Twitter is *@ArtistsnArtisan*
 - Please also tag our organization Saffron Hub. The instagram handle is *@saffron_hubofficial* and our Facebook page is "*Saffron Hub*"
9. **Confidentiality**
 - Please do not share your video or images before the event.

Inspirational Topics/Questions for your video

1. Introduce yourself, where you are from, and what you do (chef, restaurateur, food technology, etc.)
2. What inspired you to become a chef or restaurateur? How did you start off in the industry?
3. Tell us more about the type of dishes that you cook, and what inspires you to cook.
4. What is a dish that you used to have as a child that you still enjoy cooking for your family & friends?
5. Is there a chef or someone in the food industry that has inspired you in your journey? And why?
6. Tell us about your restaurant! What can guests expect when they come visit or when they order from you? What makes it unique and exciting?
7. When did your restaurant open, and how many locations do you have?
8. What was your proudest accomplishment throughout your career?
9. When you aren't working or cooking, what do you enjoy doing?
10. Give us examples of creative things you've been doing with the pandemic to make sure your business survives and continues to serve the community?
11. In your opinion, how can people support small businesses in Toronto beyond picking up food?
12. What was your biggest learning as a chef/restaurateur?
13. What is your favourite dish to cook? And why?
14. Is there a trip that you've done in your lifetime that opened your food horizons and inspired you to learn more about other cultures?
15. Is there a dish that you are still hoping to create moving forward, and that you are actively working on perfecting?
16. What is an ingredient that you enjoy including in your dishes that might be underrated or that people would be surprised to know you use?
17. Any cooking tips that you can provide for home chefs that are lacking ideas for dinner?
18. What are you looking forward to once things go back to the "new normal"?
19. If you are a resident of Toronto, tell us about one of the restaurants you love supporting, and what your favourite dish is from there!
20. Give us examples of creative things you've been doing with the pandemic to make sure your business survives and continues to serve the community?

Food Safety Guidelines

Safe work practices

- To prevent spread of COVID-19, it is recommended that individuals practice social distancing by maintaining approximately 6 feet distance from others, when possible.
- Chefs are required to demonstrate highest level of professionalism in their attire and personal hygiene.
- Fingernails must be kept short, clean and free of any type of nail covering, such as: nail polish, artificial nails, etc. All hair, short or long, must be restrained.
- If your task requires direct contact with ready-to-eat food, wear gloves. Wash your hands immediately after removing gloves.
- Use separate cutting boards for raw meat.
- Touch food with your hands as little as possible. Use tools or utensils to serve food whenever possible. Use a clean spoon each time you taste or sample food.
- Explain to your audience the importance of food safety and sanitation.
- Explain techniques to minimize wastage and store products.
- Food security is a big issue in our community and spreading your knowledge would help us to avoid wastage and be smart with our daily diet.
- Avoid techniques that would result in health and safety risk which when used by an amateur or in a home kitchen environment.

For more information or for any questions:

Call Jennifer: 647-829-5961

Email: info@saffronhub.org

Facebook: <https://www.facebook.com/artistsandartisansnetwork/>