

CHEF RENE JOHNSON

A little bit of love in every bite.



CHEF RENE About

Former full time corporate Caterer, Celebrity Chef, Author, Chef Rene Johnson, has catered for several Fortune 500 companies such as Google, Uber, Salesforce, University of Stanford, just to name a few, as well as numerous celebrities and political figures, such as, Governor Gavin Newson, Speaker for the State Nancy Pelosi, Dr. Cornell West and more. She developed a knack for high volume corporate catering, serving delicious vegan and traditional soul food in an elegant style and keeping the soul and giving her guest a wonderful food experience, they will always remember.

Rene is a self-taught caterer and grew her businesses Blackberry Soul Fine Catering. Single handedly, taking her business from her kitchen to the corporate arena, taking her business from serving 25-50 people to being able to accommodate a guest count to 2500, and catering multiple events in a day. Rene ran Blackberry Soul for over 12 years. Blackberry Soul Fine Catering was one of the most requested catering companies in the Greater Bay Area and the Silcom Valley.

Chef Rene Johnson has transferred her brand from the kitchen to the TV screen and stage and her recipes from her heart to her cookbooks. Bringing her energy, knowledge and experiences and love into kitchens and homes around the world.

Her newest ventures are focused teaching how vegan and soul food go together, mentoring up and coming chefs, teaching them the tricks and trades of culinary entrepreneurial ship and sharing with them what she learned the hard way. Her newest passion is helping other Chefs entering into the field as novices strategize how to attain their culinary dreams. Rene has 25 plus years of entrepreneurial experience.

Chef Rene knows food, culture, the journey of real-world success in the food business, women empowerment, women entrepreneurial. She did all this by being a teenage mom and then a divorced woman and the single mother of 3 children. Her life experiences, and success in business and food has afforded her the opportunity to guest speak at women's empowerment events, entrepreneurship events, food trade shows, youth and community forums. Rene has been spotlighted on local and national TV shows and podcast and been featured in many magazine articles. Her bright personality is what gets her in doors, her energy, knowledge and delivery is what keep them wanting more.



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MEDIA LINKS

MEDIA KIT 2022



Cook WITH CHEF RENE



Talk WITH CHEF RENE



Laugh WITH CHEF RENE

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ARTICLES

Food, Home & Entertaining, Lifestyle

Celebrity Chef Rene Johnson Wants You to Cook Up Plant-Based Versions of Holiday Favorites

By LeAura Luciano | December 17, 2021



Image: courtesy of Chef Rene Johnson

Chef Rene Johnson is a one-woman healthy soul food revolution. She's known for cooking vegan southern-style soul food, inspired by her cultural roots and for her grandmother's made-from-scratch-cooking, but without those unhealthy fats. Her vegan spin on soul food staples are often enjoyed by some of the world's biggest celebrities, including Vice President Kamala Harris, Dr. Cornel West, Danny Glover, and H.E.R.

With her yummy new cookbook, *From My Heart to Your Table*, she wants everyone to test and savor her unique twist on healthy southern-inspired comfort foods right at home. EBONY got the lowdown from the vegan culinary wiz on the favorite dishes of her celebrity clientele, her recommended easy-to follow soul food

SWEET LADIES

These top chefs share a few recipes to crush the dessert assignment at your next family gathering.

BY NINA HEMPHILL REEDER

THERE'S A GOOD REASON WHY DIETS START IN THE NEW YEAR. Frankly, it's pretty hard to pass on seasonal favorites like fresh-baked cookies, pecan pies and gingerbread-flavored anything, especially when they're tied to nostalgic memories of the holiday season and loving family moments.

"It's all about spending time with your family during the holidays, and that means sharing many meals together," says Chef Belinda Smith-Sullivan, who fondly recalls her own memories watching her mother prepare her famous coconut-pineapple cake for the Christmas season. "It is a time that you typically embrace [these] sweets treats and get to eat way too much without feeling any of the guilt."

Chef Rene Johnson echoes the sentiment.

"One of my favorite memories at holiday time was my grandmother Veltrue Johnson's pound cakes," adds Johnson, a



MEDIA KIT 2022

Featured In:

Ebony | <https://www.ebony.com/life/food/celebrity-chef-rene-johnson-wants-you-to-cook-up-plant-based-versions-of-holiday-favorites/>

Huffpost | https://www.huffpost.com/entry/how-to-become-vegan_l_61d5caefe4b0d637ae9cdf0f

VegWorldMag | <https://vegworldmag.com/southern-soul-food-favorites-with-a-healthier-vegan-spin-with-chef-rene-johnson/>

Well And Good | <https://www.wellandgood.com/cooking-rules-to-break/>

Forbes | <https://www.forbes.com/sites/lesliekelly/2021/06/04/celebrate-national-soul-food-month-with-a-visit-to-one-of-these-amazing-restaurants/?sh=742380cc4c4a>

WREG | <https://www.wreg.com/on-air/live-at-9/vegan-soul-food-with-chef-rene-johnson/>

CNBNews | <https://www.gloucestercitynews.net/clearysnotebook/2021/04/chef-rene-johnson-is-a-one-woman-healthy-soul-food-revolution.html>

N'Digo | <https://ndigo.com/2021/05/10/qa-with-vegan-soul-food-chef-rene-johnson/>

Lee Baileys Euro Web | <https://eurweb.com/2021/05/20/chef-rene-johnson-is-leading-a-mouth-watering-vegan-soul-food-revolution-look-picsvideos/>

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MEDIA KIT 2022

FROM MY HEART TO YOUR TABLE

VEGAN AND TRADITIONAL SOUL FOOD COOKBOOK



QUARANTINE eCOOKBOOK: COBBLERS TO COLLARDS

AUTHOR OF

**FROM MY HEART TO
YOUR TABLE:
VEGAN & TRADITIONAL
SOUL FOOD COOKBOOK**

&



WEBSITE Review

The website for Chef Rene Johnson's Blackberry Soul is a conjunction of catering, media reference, event announcements and product sales. Rene books major corporate events and announces upcoming events to her website subscribers.

The goal of www.blackberrysoul.net is to act as a home and launchpad of Chef Rene and her business endeavors.



PARTNER WITH CHEF RENE



Why Partner with Chef Rene Johnson?

Chef Rene Johnson is one of the top catering chefs in the Greater Bay Area and brings a little bit of in every bite. She is known for taking her grandmothers southern recipes and adding her own vegan style to them and keeping all the soul. You can tell food is passion and love is in her heart. Especially when you open her vegan and traditional soul food cookbook called "From My Heart to Your Table". Chef Rene Johnson has a rapidly growing following online, as well as offline with her catering company that she has owned for over 12 years called Blackberry Soul Fine Catering.

Chef Rene Johnson's knowledge of food, style and fun will be professionally executed for your brand/product.

If you have a brand, product, or service that is a good fit for Chef Rene Johnson please see the Menu of Services opportunities.

Advertising with blogs, especially those with social media presence, is a good thing! See the report below: How Valuable Are Social Media Sponsorships?

Did you know that.....

- 59% of women feel misunderstood by food marketers
- Women make more the 80% of all consumers purchasing decisions
- 85% of brand purchase are made by women

Chef Rene has a very unique approach to connection with consumers. Her customers and clients feel a real connection to her. Her goal is to create a community of supporters that embrace food served with fun and style and she wants to bring everyone into the best food experience they have ever had one bite at a time.

CLIENTS



MENU OF SERVICES

Product Reviews

Chef Rene Johnson is always excited to give her friends, family, and followers honest reviews on new and innovative products. Her reviews are an honest evaluation and opinion of a product. She also will photos and a link back to the manufacturers/ retail website with purchase instructions. Chef Rene Johnson loves to review kitchen appliances, gadgets, accessories, gourmet food products, and entertaining items such as table linens, aprons, and decorative housewares.

- There are a few options for product review: Social Media, YouTube, Newsletter, VLogPost
- There is a fee associated with videos reviews to cover editing and uploading time. They are also posted on her social media accounts and her YouTube.
- Please note that once you have agreed to have your product reviewed you accept that Chef Rene Johnson will be sharing both the pros and cons about your product to give a objective review.
- All product review items must be full size and represent the quality of the item that the consumer will receive. No items will be returned.
- A link of the review will be sent your company once posted.
- Product reviews will be review and placed on Chef Rene's calendar in order received. Typical lead time is 2 to 3 weeks.
- In the event any problems occur while your product is being reviewed you will be contacted. Such as if the product does not meet Chef Rene's expectations as a consumer. Chef Rene is a business owner and she values her reputation and yours. Other times simple errors occur, and sometimes more instructions are needed.

MENU OF SERVICES

Give Aways

Who does not love a free giveaway? What better way to share your product or service with the world other to offer a chance for someone to win it? A Featured Giveaway is the best way to get the word out about your, it is a great way to get your product on people's mind. Enjoy exposure across Chef Rene's YouTube channel and social media accounts.

Drive new customers to both your website and fan pages.

- The contest will be promoted 14 days beginning on a Friday at 12 noon PST
- Giveaways will be promoted via, vlog, email, YouTube and social media channels
- Applicants will be required to join your mailing list, follow you on twitter, like your Facebook and follow you on Instagram
- Winners will be selected using Random.org
- Winners will be notified by Chef Rene and will have 48 hrs to redeem their prize. If they do not then it be given to another winner.
- The Giveaway must be open to US residents.
- No purchase necessary as part of entry
- Prize will be sent to the winner, at no cost to them or Chef Rene Johnson. The Giveaway must be mailed to the winner within 5-7 business days after the winner claims the Giveaway.
- An email notification will be sent to Chef Rene Johnson confirming shipment date and estimated arrival.
- All giveaways' items must be full sized.

MENU OF SERVICES

Custom Product Demonstration

What better way to get exposure to your product/brand/service than a video? Videos are the absolutely the way to go. If you would like your product or service demonstrated on film, by Chef Rene in her style with her love, she is available to make a video for your website. Your logo and URL would be included in the title of the page with no mention of Chef Rene Johnson. The HD quality video will be saved and uploaded directly to your company's YouTube or Vimeo account. Free Zoom consultation available recommended.

Social Media Package

Chef Rene Johnson's Social Media clients are active and loyal. Have your business Fan Page tagged in a status update along with a call to action to her fans and followers "follow and like" your page. If you have something you would like to share, or a special promotion, a sale, or an upcoming event, or a product launch have it mentioned on Chef Rene Johnsons social media pages, with your page tagged and a link to purchase the product, or ticket.

Guest Speaker – Virtual or In Person

Chef Rene Johnson is a fun, charismatic, full of energy speaker. She speaks on a variety of topics, but not limited to:

- Life As a Professional Chef
- How to Build a Food Business from the Bootstraps
- Must Reads for the Entrepreneur
- Branding Your Food Business
- How to Find Balance Between Healthy Eating and Your Cravings
- How to go From a Business Operator to a Business Owner
- Going Vegan on a Budget
- How to Build Your Team
- How to Focus on Your Outcomes

Chef Rene Johnson not only know food she knows business. She has been self-employed for over 25 years, employed hundreds of people and knows how to build a team and a build. Her knowledge and experience will speak volumes at your event.

MENU OF SERVICES

Multi- Media Communications

Chef Rene Johnson is qualified and experienced as a food and lifestyle Spokesperson, TV, Video and Radio Personality.

Guest Cooking Instructor

Let Chef Rene turn up the heat at your event featuring one of her vegan or soul food recipes at office, cooking school or event. Whether your event is live or virtual with Chef Rene Johnson will bring the fun and the flavor.

Live Food Demonstration

We all know the way to someone heart is through their stomach. One of the best ways to bring attention to your booth is serve a warm food sample. The possibilities are endless when it comes to Chef Rene Johnson, she is the perfect for not only food trade shows, but she is also perfect for so much more:

- Restaurant Expo
- Trade Shows
- Health Fairs
- Healthy Lifestyle Expos
- Women Empowerment Events
- Entrepreneurs and Motivational Events

Event Sponsorship

Chef Rene Johnson host foodie focused events, women's empowerment events, entrepreneurial events, whether in house or virtual. As an event sponsor you will have the opportunity to increase your brand visibility and with a targeted audience.

- Gain access to new potential customers
- Gain exposure for brand initiatives
- Market your products or services

Chef Rene Johnson sponsorship opportunities creates an experience designed to maximize your exposure her culinary, entrepreneurial and women followers. Whether guests interact with your products, take away samples, or meet with you face to face, your sponsorship will be custom crafted to meet your marketing needs and objections.

GET STARTED

ARE YOU READY TO GET STARTED?

1. Choose your advertising vehicle
2. Contact Chef Rene Johnson @ blackberrysoulrene@gmail.com
3. Include the following information:
 - Your Name
 - Your Job Title
 - Name of Your Business
 - Business Website Address
 - Business Twitter
 - Business Facebook
 - Business Phone Number
 - Quick description of your production/ service
 - Number of years in business
 - Your desired service

Please Note: Products/Samples will not be returned unless otherwise specified

CONTACT

Thank you for your interest in Chef Rene Johnson. We look forward to partnering with you and welcome the opportunity to answer any questions regarding our menu, public appearances and/or services. ***Please contact us for a current Rate Card or Quote.***

Chef Rene's direct email:

Blackberrysoulrene@gmail.com

Website:

www.blackberrysoul.net

To book Chef Rene Johnson please direct all inquiries to **Allison Kugel** at **akugel@fullscalemedia.com, (516) 408-2171.**

Feel free to contact us if you have any questions, or to discuss partnerships with Chef Rene Johnson or Blackberry Soul Fine Catering