CHEF NEPAL
AFFILIATED

Together, We Elevate
Nepali Cuisine.

Restaurant & Café Affiliation Program

Join a growing culinary and hospitality network to gain visibility, create opportunities and be part of Nepal's culinary movement.



- MEDIA VISIBILITY
- INDUSTRY NETWORK
- BRAND GROWTH
- COLLABORATION OPPORTUNITIES



A Stronger Culinary Community for a Brighter Nepal

Program Overview

Chef Nepal Affiliated is an annual hospitality-network affiliation created to connect restaurants, cafés, coffee shops, bakeries and other eligible food establishments with Chef Nepal's culinary-media platform, professional chef community, industry programs and cultural mission. It enables participating businesses to develop a stronger identity, public visibility, professional connections and participation in a shared movement supporting Nepal's culinary and hospitality ecosystem.

CORE POSITIONING:

More than a paid business listing or an advertising package: Chef Nepal Affiliated is a verified business identity and ongoing relationship network, with tangible, deliverable affiliate benefits and wider opportunities for collaboration.

Purpose & Strategic Role

PILLAR	WHY IT MATTERS
Business identity and visibility	Give eligible establishments an identifiable Chef Nepal network affiliation and discoverable profile.
Media and storytelling	Create pathways to credible owner, chef, cuisine, food and establishment stories.
Industry connection	Link operators, chefs, suppliers, educators, hospitality partners and tourism stakeholders.
Culinary development	Support professional practices, skills, innovation, regional food heritage and responsible operations.
Consumer discovery	Build a searchable directory and potential culinary guides across places, cuisines and experiences.
Chef Nepal ecosystem	Connect chefs, content, restaurants, brands, education, events and regional activation.

Culinary inclusion

The program supports Nepal's culinary industry broadly. An establishment need not serve only Nepali cuisine. Nepali, Newari, Indian, continental, Japanese, coffee, bakery and other relevant categories may qualify provided they operate responsibly and contribute to the food and hospitality environment.

Who Can Apply & What "Affiliated" Means

A physical, actively operating food-and-beverage business may apply through its owner, authorized director or manager. This domestic program focuses on establishments operating in Nepal.

ELIGIBLE CATEGORIES	ILLUSTRATIVE EXAMPLES
Restaurants	Independent, chef-led, heritage, casual, contemporary and specialty restaurants
Cafés / Coffee Shops	Independent cafés, specialty coffee shops, café-bakeries
Bakeries / Patisseries	Retail bakeries and patisserie businesses with active food production/service
Other food establishments	Bistros, food-led hospitality venues and specialist culinary destinations as approved

IMPORTANT CLARIFICATION:

Chef Nepal affiliation means verified participation in the Chef Nepal network. It is NOT a restaurant award, independent quality rating, food-safety approval, government license, inspection certificate, accreditation, or guarantee of food/service quality. It must never be advertised as such.

An invitation to Nepal's connected culinary community

Chef Nepal Affiliated brings food establishments together with culinary professionals, media, audiences and industry partners. The program offers a recognized network identity, digital discoverability, storytelling opportunities and practical collaboration to help strengthen Nepal's culinary and hospitality industry.

PROGRAM AT A GLANCE	CURRENT PROGRAM FRAMEWORK
Annual affiliation fee	NPR 25,000 per establishment
Affiliation period	One year; renewable annually
Who may apply	Active restaurants, cafés, coffee shops, bakeries and related food businesses
Joining process	Apply → Verify → Review → Approve → Pay → Affiliate
Primary value	Identity, profile, visibility, connections and participation

Who is Chef Nepal?

Chef Nepal is a culinary media and gastro-community platform connecting chefs, hospitality businesses, education and Nepali food culture. Its ecosystem includes Chef Nepal Certified, digital publishing, shows, professional learning, events and hospitality affiliations.

This booklet contains six introductory pages and a six-page application form. Complete and submit the application with supporting documents by email (scanned copy) or physical delivery.

Why affiliate?

Chef Nepal Affiliated is designed as a relationship and industry participation program — not merely an advertising package. It gives independent food businesses a common platform through which to be seen, connected and involved in Nepal's growing culinary movement.

FOR YOUR ESTABLISHMENT	FOR THE CULINARY INDUSTRY
Recognizable Chef Nepal affiliate identity	A connected network of restaurants and culinary talent
Public profile and digital discovery	More documented restaurant, chef and ingredient stories
Entry into community updates and invitations	Knowledge-sharing, learning and collaborations
Potential editorial and campaign participation	Collective promotion of Nepal's culinary scene
Connections with chefs and hospitality partners	Opportunities for regional, cultural and tourism projects

One community, different cuisines

Affiliation is open to eligible Nepali, Newari, international, fusion and specialty food concepts. A restaurant need not exclusively serve Nepali cuisine; its contribution can also be employment, skills, professional standards, innovation or enriching Nepal's dining culture.

Positioning

"Proud to be Affiliated with Chef Nepal" identifies a business as an active participant in the Chef Nepal hospitality network. It is not a restaurant award, ranking, food-safety certificate, official endorsement or guarantee of service quality.

What you receive

Standard annual affiliate benefits

BENEFIT	DELIVERY
Official affiliate status	Recognized Chef Nepal Affiliated status during active annual term
Digital affiliate certificate & badge	Approved branding for website and social media use
Directory profile	Public establishment listing with approved business details and links
Welcome announcement	One standard affiliate introduction, scheduled through Chef Nepal channels
Profile maintenance	Reasonable updates to core directory information during the year
Community connection	Relevant updates and eligibility for network invitations

Additional opportunities (not guaranteed)

Editorial interviews, restaurant videos, reels, GastroPod appearances, special social features, chef collaborations, brand campaigns, workshops, culinary showcases, restaurant weeks, events and tourism features may be offered subject to relevance, resources, scheduling and separate consent.

Physical plaque and promotional productions

The promotional flyer illustrates an affiliate display plaque. Its production, delivery, replacement and any associated cost must be confirmed in the approved offer before payment; it is not included automatically by this document. Bespoke filming, photography and advertising campaigns may be quoted separately.

Chef Nepal retains editorial independence and does not promise a particular number of views, customers, reservations, sales or media appearances.

How affiliation works

STEP	ACTION
1 - APPLY	Submit completed form, profile material and required evidence
2 - VERIFY	Chef Nepal verifies establishment and authorized representative
3 - REVIEW	Eligibility, completeness, professional conduct and fit assessed
4 - APPROVE	Written decision and current terms/benefits confirmed
5 - PAY	Annual fee requested only after approval
6 - AFFILIATE	Status activated, digital identity and listing prepared

Basic eligibility

Applicants should be actively operating food establishments with a verifiable location, identifiable owner or authorized manager, appropriate legal and food-service compliance, accurate public information and willingness to observe the Chef Nepal Affiliated Code of Conduct.

The annual contribution

NPR 25,000 covers one approved establishment for one year. Multi-branch businesses should identify each location separately; any multi-branch treatment requires explicit written approval. Payment alone never guarantees acceptance. Taxes, discounts or changes must be disclosed on the invoice/approval notice.

Activation and renewal

After payment, Chef Nepal records a unique affiliate ID, activation and expiry dates. Affiliation remains active for the stated year and may be renewed following a profile review and payment of the then-applicable fee. Expired or suspended businesses must stop displaying active status.

Your story on Chef Nepal

Business profile

An affiliate profile is intended to help diners, culinary professionals and collaborators discover your business. The application asks for establishment type, location, cuisine, story, signature offerings, contact channels and images. Only approved information is published.

Content and collaboration

POSSIBLE FORMAT	PURPOSE
Restaurant/founder story	Share the story, mission and personality behind the business
Meet the chef/signature dish	Introduce culinary talent, specialties and food knowledge
Behind the kitchen	Show responsible craftsmanship and team culture
Culinary learning and events	Exchange practical knowledge and build industry links
Chef–restaurant and brand collaborations	Develop mutually relevant activities and content

The affiliate community

Chef Nepal intends to connect affiliates with chefs, other establishments, suppliers, partners, educators and audiences. Networking sessions and program activities are introduced as capacity and collaboration opportunities develop; invitation or participation in a particular event is not automatic.

Responsible communication

Sponsored or paid promotions should be identified clearly. Affiliate status does not purchase favorable editorial reviews. Material may be edited for accuracy, quality, safety and suitability; individual collaborations require separate scope and permissions.

Standards, trust and applying

Key commitments

Affiliates commit to honest business descriptions, respectful treatment of customers and staff, lawful and responsible operations, appropriate brand use, timely business-detail updates, and constructive participation in culinary community initiatives.

Privacy and consent

Chef Nepal will request permission to publish business names, photographs, locations, contact details, stories and social links. Private identification records and sensitive commercial information are not intended for publication. Applicants may select limited-publication options in the form.

Suspension and expiry

False information, misuse of Chef Nepal marks, serious breaches of agreed conduct, closure or other material issues may lead to review, suspension or termination in line with applicable terms and a fair opportunity to respond where appropriate.

Before submitting

Complete the following six-page professional application form. Attach a business registration document or other credible operating evidence, photographs and an identity/authority document for verification as applicable. Submit a scanned signed form or physical copy. Approval and payment instructions follow review.

Note: This concept brochure describes the proposed standard operating offer. Specific benefits and commercial terms become binding only through Chef Nepal's written approval/agreement.

APPLICATION FORM

CHEF NEPAL AFFILIATED RESTAURANT

Application does not guarantee approval.

Payment is requested after review and written acceptance.

Application date: _____

IMPORTANT: Submission of this application does not automatically grant Chef Nepal Affiliated status. Applications are reviewed and verified first. The annual program fee is payable only after approval. Chef Nepal Affiliated is a professional recognition/community credential and is not a government license or quality assurance.

Do you Prefer the online application?

Scan to open the current Chef Nepal online

Application type: ☐ New ☐ Renewal

Application ID (office use): _____

A. Establishment identity

Registered business/company name: _____

Trading name/name for public listing: _____

Establishment type: ☐ Restaurant ☐ Café ☐ Coffee shop ☐ Bakery ☐ Bistro ☐ Other: _____

Business registration / PAN / VAT no. (if applicable): _____

Year established: _____

Full physical address (ward, street, municipality): _____

District / province: _____

Google Maps link or location reference: _____

Primary phone: _____ Business email: _____

Website / Facebook / Instagram / TikTok: _____

For multiple outlets, please submit a separate establishment record for each location unless Chef Nepal expressly agrees otherwise.

B. Owner / authorized representative

Full name: _____

Role: ☐ Owner ☐ Director ☐ Manager ☐ Authorized representative _____

Organization (if different from establishment): _____

Mobile / WhatsApp: _____ Email: _____

Alternative contact name/number: _____

Preferred communication: ☐ Phone ☐ WhatsApp ☐ Email _____

Signature authority/position: _____

C. Restaurant profile and operations

Primary cuisine(s): _____

Food & beverage specialty: _____

Dining format: ☐ Fine dining ☐ Casual ☐ Family ☐ Quick service ☐ Takeaway ☐ Other _____

Approximate seating capacity (optional): _____ Days/hours of operation: _____

Reservation link/booking contact: _____

Delivery/takeaway details (optional): _____

Head chef/kitchen lead (optional): _____

Chef Nepal Certified chef associated? ☐ Yes ☐ No ☐ Not sure _____

If yes, chef name/profile link: _____

D. The story of your establishment

1. Tell us your establishment's story, vision and what makes it distinctive (approx. 100–150 words).

_____

_____

_____

_____

2. What signature dishes, beverages, ingredients or dining experiences should customers know about?

_____

_____

_____

_____

3. How does your establishment contribute to culinary professionalism or Nepal's food culture?

_____

_____

_____

_____

E. Media, community and collaboration preferences

Please mark areas of interest. These indicate preferences and do not guarantee features or invitations.

☐ Restaurant/founder story
☐ Chef interviews/profile
☐ Signature dish feature
☐ Short-form video/photo story
☐ GastroPod conversation
☐ Culinary event/restaurant week
☐ Food safety/staff learning
☐ Supplier/brand collaborations
☐ Guest-chef event
☐ Tourism/destination promotion
☐ Community / charity initiative
☐ Other: _____

Tell us about any planned events, collaborations, menu launches or newsworthy stories.

_____

_____

_____

F. Public listing preferences

☐ Publish business name, category and operating location

☐ Publish business contact details and reservation link

☐ Publish approved photographs and establishment story

☐ Publish chef / employee information only with their separate permission

☐ Limited profile requested — contact us before publishing additional information

G. Supporting material checklist

☐ Business registration or credible operating evidence (required)

☐ Authorized signatory's proof of authority / identity for verification

☐ Logo (high-resolution) and 3–5 business/food photos (recommended)

☐ Business story, menus or website links (recommended)

☐ Other information requested during review (if applicable)

H. Chef Nepal Affiliated — Code of Conduct

- ☐ Operate professionally, ethically and in accordance with applicable requirements.
- ☐ Give accurate details about the business, cuisine, services and ownership.
- ☐ Respect customers, workers, chefs, competitors and the wider hospitality sector.
- ☐ Maintain responsible food-handling and customer-safety practices.
- ☐ Use approved Chef Nepal identity only during active affiliation.
- ☐ Do not describe affiliation as a quality award, accreditation or recommendation.
- ☐ Notify Chef Nepal of material changes in the business or its operations.
- ☐ Seek consent for use of people's identifiable photographs or personal stories.
- ☐ Engage constructively in collaborative activities where voluntarily participating.
- ☐ Cooperate with reasonable review of complaints, branding misuse or serious concerns.

I. Clarification of benefits

I understand that the annual fee provides the written, approved standard package only. Television, editorial interviews, bespoke video shoots, paid campaigns, events, sponsorships, sales growth and specific audience results are not guaranteed. Any separate service will be quoted and agreed independently.

☐ I have read and agree to the Code of Conduct and the benefit clarification.

J. Information and media permissions

I authorize Chef Nepal to verify application information and use approved business information for affiliation administration, directory listing and program-related communication. Separate approval may be requested for filming, employee participation or promotional campaigns.

☐ I agree to processing and publication according to my selections on page 4.

K. Applicant declaration and acceptance

I declare that the information provided is accurate and that I am authorized to submit this application on behalf of the establishment. I understand that application or payment does not automatically grant affiliation; approval is determined by Chef Nepal. I accept the program standards and understand that affiliation is not a rating, endorsement, food-safety certificate or guarantee. I understand that the current annual program fee is NPR 25,000 for one approved establishment, payable after approval, and that affiliation is renewable after one year under the applicable terms.

Name of authorized signatory: _____

Designation: _____ Signature: _____

Date and place: _____ Establishment stamp (if available): _____

One Movement.
Many Tables.
A Stronger Nepal.

Chef Nepal Affiliated brings together restaurants, cafés, coffee shops and food establishments with chefs, food lovers, media and industry partners to strengthen Nepal's culinary and hospitality industry.

PEOPLE
Connecting chefs, restaurateurs and food lovers.

CULTURE
Celebrating Nepali cuisine and local ingredients.

INDUSTRY
Creating opportunities for business growth and collaboration.

GLOBAL REACH
Showcasing Nepal's culinary stories to the world.

Be part of a national and global culinary movement.
Be Chef Nepal Affiliated.





CHEF NEPAL

www.chefnepal.com
info@chefnepal.com
/thechefnepal