



**BUILDING
DECARBONIZATION
COALITION**



Power of Trusted Messengers & Culinary Experiences

BDChefluencers in Consumer Inspiration Campaigns

Rachelle Boucher

Culinary Events and Experiences

- **A journey:** Restaurants, private chef, corporate chef in the appliance industry
- **An evolution:** Induction cooking and "today's electric kitchens"
- **An adventure:** Sharing a passion for electric homes and kitchens



Once consumers try induction, they will not want to return to their previous cooking methods. *"Would you go back to a rotary phone after using an iPhone 10?"*

April 4, 2023



Building Decarbonization Coalition

BDC is a 501(c3) non-profit organization that aligns a coalition of critical partners on a path to transform the nation's buildings through clean energy



Rose Stephens-Booker
Director of State Mobilization



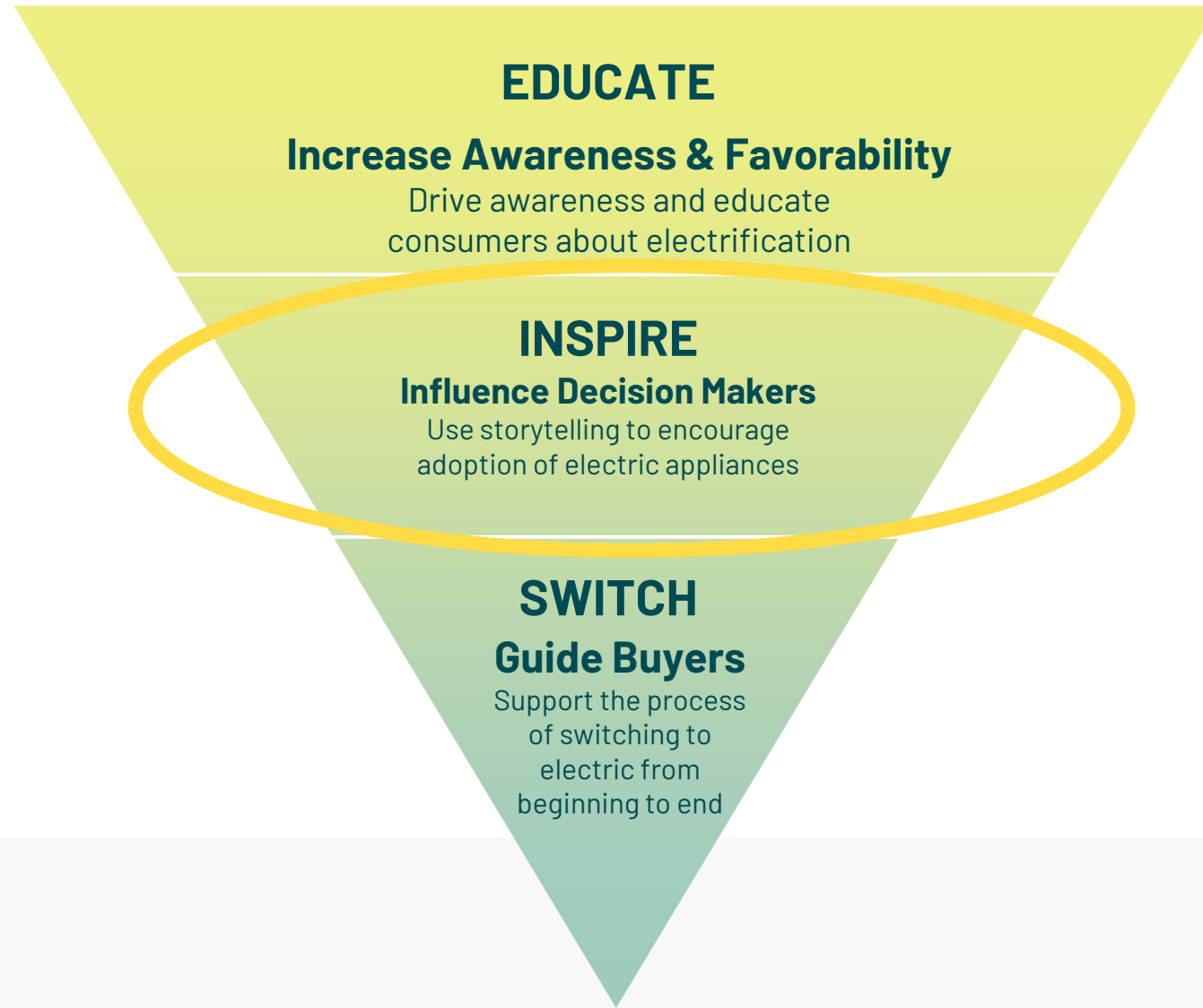
Noah Cordoba
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Zsafia Balogh-Simon
Senior Partner Accounts

We are here, meet with us

The Switch is On Campaign



2023 Polling: Trusted Messengers

Friends/Family and Chefs are the most trusted messengers when it comes to home electrification



Ambassadors



Chefs

Chefluencer Training Program

Trains professional Chefs to conduct deeply engaging cooking experiences that speak to the advantages of:

- Induction cooking and kitchen electrification
- Overall home electrification and appliances
- Health, environmental, and lifestyle benefits

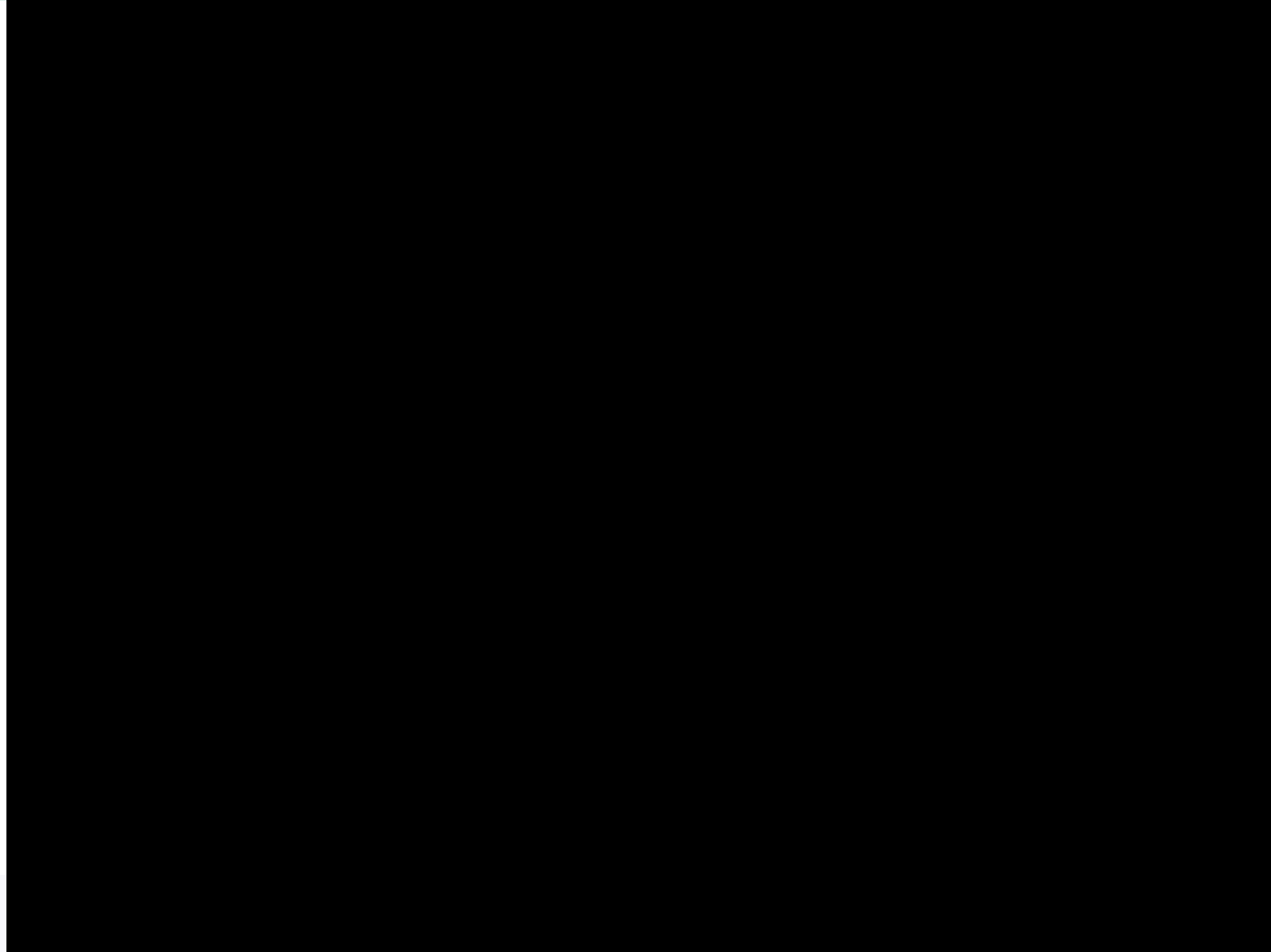
With additional support that includes:

- Live cooking demonstration activities
- Social media and media training best practices
- Community, mentorship, and templates for success



1st Chefluencer Program: A gathering of 13 chefs from CA and across the US in July 2023

1st Chefluencer - Video



THE SWITCH IS ON

Today's Electric Kitchens; the heart of the home

Benefits of induction and electric kitchens:

- Power and Control
- Safety and Wellness
- Efficiency and Environment

The "whole electric kitchen" includes:

- Hobs, Cooktops and Ranges
- Woks and Power Burners
- Steam, Speed, Ventilation and more



**From wok cooking,
charring and searing to...**



**... simmering, reheating
and melting on induction**



**plus convection steam, speed
ovens, ventilation and more!**

Bringing Everyone to the Table, Creating Coalition

Events and Experiences:

- Opening hearts and homes to share personal stories
- Engaging showrooms, training centers and sales teams
- Elevating existing expertise and appliances while seeking and creating new opportunities



Convening with contractors



Ambassador hosting a home tour with Congresswoman Porter & Secretary Granholm



National Association of Realtors, Sustainability Chef Stage

Thank You



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