

## **QR Codes Build Customer Loyalty and Brand Advocates Through the Power of Video Vignettes!**

*Chef Billy Parisi is one of the first chefs in the country to create three types of videos which can be accessed via a QR Code. These videos can be used by grocery stores, CPG brands and retailers selling small or kitchen appliances. Video recipes, how-to/instructional videos, product demonstration videos and TAILGATING videos are his specialty.*

September 14, 2011 (FPRC) -- Chef Billy Parisi is partnering with Emmy winning Susie Films and CPG/National brands throughout the country to help them enhance customer relationships via QR Codes through three types of videos – easy to fix recipes, demonstration/instructional and kitchen product/appliance information.

According to comScore, Inc., 14 Million Americans scanned QR Codes on their mobile phones in June 2011. Consequently, smart grocers and retailers around the country have decided to take advantage of this powerful trend and incorporate QR codes into their marketing strategies. Many have partnered with Chef Billy Parisi, a seasoned chef and culinary connoisseur based out of Chicago, to produce, host and deliver customized videos for use via QR Codes. Consumers are able to scan QR codes for a wide range of information. For example, Chef Billy's easy to fix video recipes can feature a grocery store's weekly circular items, seasonal or locally grown produce or farmer's market items like Honey Glazed Pork Chops. His instructional videos highlight produce, meat or seafood items that many are not familiar with or don't know how to prepare Fennel (This format is currently being executed at several grocery stores in the Southeast and Mid-West), and Chef Billy's informational videos feature household kitchen products and appliances offering consumers great advice on how to choose the right product for their life style like this Jenn-Air video. The main objective is to engage the customer while they are shopping and enhance their shopping experience in-store or on-the-go by giving them more information on demand.

Billy Parisi has been in the kitchen since he started washing dishes in a restaurant at the age of 13; he became an Executive Chef at 21. After receiving a degree in communications from the University of Missouri he put his cooking and digital skill sets together and started an interactive online cooking show. His love for digital media and on-line socialization, combined with the art of cooking, has made Billy a chef that attracts loyal followers. His extensive resume includes founder of FixMyRecipe.com, In-House Chef and Culinary expert for Sears, Culinary Spokesperson for Lowes Foods Grocery Stores and Heinen's Fine Foods, He has been featured on live TV and radio, in print and in many online publications and blogs. His online video recipes have been seen by over seven million viewers across the web.

Susie Films has produced more than 200 food-related programs for the Cooking Channel and Food Network. They are currently producing two one-hour specials for the Cooking Channel. The first, For the Love of Pie, showcases the best pies in the country. The other, Cooking School Confidential, follows students at Johnson & Wales University for a semester. Both productions premiere this fall. The company is also in production on two food videos for Scripps Branded Entertainment. These videos will begin running on the Food Network website in the near future. In 2010, Susie Films produced a one-hour special for the Cooking Channel entitled The Veg Edge and they produced the

Food Network series Food Finds and Food Fight. Additionally, they have produced more than 20 specials for the Food Network. Susie Films also won an Emmy for best sports documentary on college football tailgating.

For more information on how to use QR Codes or Chef Billy Parisi's customized videos please contact:

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