

## The Masterchef effect: Chefs see bookings for their restaurants soar up to 400 per cent after guest roles on show

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There may be only one champion on Masterchef but it seems even a guest appearance on the BBC1 prime time show can make you a winner.

Guest chefs, who feature on the show for little more than ten minutes, are seeing bookings for their restaurants soar by as much as 400 per cent.

Branding experts said a cameo appearance on such a prestigious programme is "priceless" advertising.



Winning formula: Chefs who have appeared on BBC1's hit TV show Masterchef have seen bookings soar by up to 400 per cent

Despite the difficult economic climate it seems a brief cameo is enough to boost business for the chefs that appear.

David Thomson, who is head chef at London's exclusive Nahm restaurant, saw bookings rise at the venue by 400 per cent in the week he appeared on the show.

He advised contestants on how to cook street food on location in Chang Mai, Thailand.

Benjamin Tish, executive chef at the Salt Yard Group which owns three venues in London, said his restaurants had seen a 100 per cent jump.



Star chef: Australian Michelin starred restaurant owner David Thompson cameoed on the show, featuring his London restaurant Nahm

He appeared on the show in an early task to show contestants how to prepare dishes from his restaurants.

Mr Tish added: 'The spike [in bookings] was amazing we had literally 500 bookings over about 36 hours, which is absolutely incredible. We are always busy so it means that people are booking further ahead.'

A spokesman for Gordon Ramsay at the Royal Hospital Road said it was fully booked and operating a waiting list of up to three months.



...And in the week he appeared he saw bookings at the venue rise by an astounding 400 per cent

Head chef Clare Smyth, who has three Michelin stars, helped the finalists prepare a three course meal for seven of the world's best chefs.

Leading brand consultant Paul Hitchens said the power of Masterchef was "priceless" and could have a long term positive effect.

He said: 'To be endorsed by a BBC family entertainment show which has been running since 1994 is priceless.'



Feeling the effect: Clare Smyth, head chef at Gordon Ramsay's restaurant in London's Royal Hospital Road, helped the finalists in one episode of the culinary show

'It is the best kind of publicity as the chef is introduced as an expert in their field and by association endorsed by the BBC.'

'The chef can then use this publicity to promote their restaurant, books and products with the endorsement 'as seen on TV.'

Marketing expert Allyson Stewart-Allen added: 'The general rule-of-thumb is that PR is worth three times paid-for media.'



...The restaurant has since become fully booked and is operating a waiting list of up to three months

Masterchef broadcasts on BBC1 in peak prime time to around 5 million viewers.

To buy a 30 second advert at a similar time on ITV ranges between £59,549 and £ 43,243.

So a ten minute appearance is worth between £865,000 and £1.2 million worth of advertising.

This cameo could then lead to further TV projects, endorsements, and build the chef's reputation longer term.