CONNECTING RESTAURANTS AND BLOGGERS FOR 'TASTECASTING' VIA TWITTER

PUBLISHING & MEDIA

If vintners can conduct wine tastings via Twitter, it stands to reason that restaurants could do much the same thing to promote their foods. Which is just where TasteCasting comes in, facilitating the use of social media for taste tests and other promotional events to help restaurateurs get tongues wagging about them throughout the socially networked world. Ohio-based TasteCasting draws upon teams of socially connected bloggers, Twitterers, Flickr users and YouTubers in cities across North America—there are currently 20 with active teams, and more are already forming. Restaurants, cafes and other food service establishments in any of the cities the company serves can host tasting events at which local team members will "taste, tweet, and then repeat," broadcasting their experience of the restaurant across their social media platforms. Specifically, TasteCasting teams post stories, videos and pictures of each event to the TasteCasting site, and each team member adds comments and includes links to their blogs, photos and videos on the TasteCasting profile for that establishment. Grand openings, new menu items and special offers can all be publicized using TasteCasting in exchange for just a complimentary tasting and tour. Currently there is no charge to restaurants and no compensation for tasters, but TasteCasting says it may ultimately consider rolling out an advertising profit sharing opportunity for tasters interested in becoming independent agents. TasteCasting is looking for sponsorship from major suppliers of food products, equipment, supplies and services. Alternatively, could be one to partner with in food-loving cities around the world—starting with, say, Paris…? ☺ (Related: Foodie podcast highlights curbside cuisine — Food blogger turned intermediary and purveyor — Wine tastings via Twitter.) Spotted by: Jim Stewart

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