

With more people enjoying this old but new again luxury, it's unlikely that they'll ever stop.

THE STATE OF PRIVATE DINING IN AUSTRALIA

A brief history of private chefs



Once upon a time, around 1789 most Chefs were actually private chefs. They worked in private homes and estates, catering to royalty and aristocrats.

In 2022, the case is different ...

Restaurant closures once again have led to a deluge of out-of-work chefs.

Paid 2x more

Chefs are turning to personal chef work, to continue their work in the Art of Dining.

Work < 40h

Compared to a Full Time Head Chef.



Private dining is on the rise

3x times

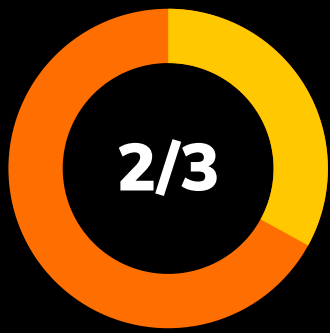
Demand has grown since CHEFIN started measuring the market in 2018

CHEFIN is the largest Private Chef Platform in Australia and one of the most established players in the industry.

CHEFIN surveyed a random sample of its Private Dining customers - current, past & future, to get an insight into the state of private dining.

These are some of the discoveries from that survey...





of events at home are special occasions

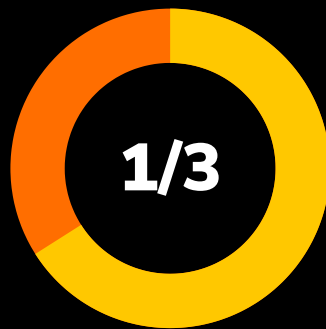
1/3 of bookings were for small business celebrations

78%

of in-home dining events are for birthday milestones



dinner live in the inner city & old money suburbs



are living in newly established rising suburbs, or ordering for a get away.

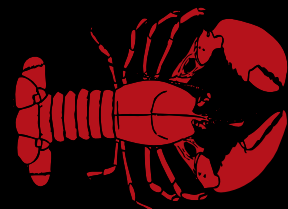


Inner city diners plan 2x more events.

1/3 of inner city diners are planning their next event

Australian seafood is a symbol of fine dining.

25% favour seafood dishes as a dining experiences. Only 6% dessert.

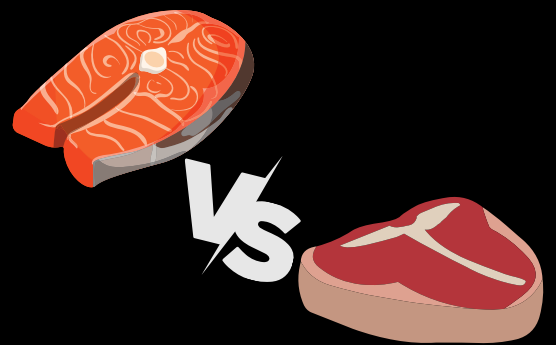


Beer is not the drink of choice when it comes to fine dining.

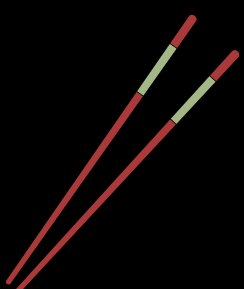


Wine is a clear winner = 39% of diners enjoying a glass. Cocktails are a close second. Just 3% of diners select beer for fine dining occasions.

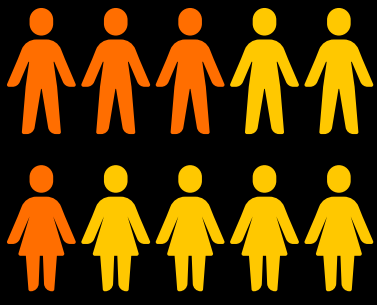
Men are TWICE as likely to prefer seafood over steak.



Women are much more adventurous than Men!



25% of women surveyed prefer cultural experiences from different cuisines. **TWICE** as likely to men.



3x more Men plan their partner's birthday!

84% women value the location most!

5x more likely to plan an experience based on the location

Experience itself is more important than the food

A Blindfolded Dinner or an Omakase experience bring more value to the table than the menu on offer.

Diners prefer quick & easy booking processes.

95.5% highly rate the easy & speed of booking.



Private chef experiences are not just for the wealthy.

40% earned an individual income of \$100k+
25% = less than that.

The truth is that most private dining experiences are comparable to spending money on a fine dining meal in a restaurant.

The market segment is expanding to the general consumer and the desire of lower earning households to have the same fine dining experiences at home is growing steadily.



"People want lifelong memories and exciting experiences, and they want to be amongst their closest friends and family."

– Petko Petkov, CEO of CHEFIN



Find more about CHEFIN
Art of dining Experiences

CHEFIN.COM.AU

n=100, Conducted Petko Petkov
using Typeform & GSuite Analytics