



Outstanding in the Field



Who We Are

Outstanding in the Field is a roving restaurant without walls.

We partner with notable local chefs, artisans and producers to offer a unique, ephemeral expression of place – wherever we are in the world.

Through beautiful, shared experiences in exceptional natural places, we reconnect diners to the land and the origins of their food – sharing stories and breaking bread alongside the farmers, fishermen, winemakers and beverage producers who helped create each dinner experience. Our long table is a vessel through which we showcase not only acclaimed chefs, but artists, makers, and craftsmen who share a commitment to the handmade, the personal and the beautiful.





Our Origin Story

Since 1999, we have set the iconic long table on farms and ranches, on mountaintops and in sea caves, lining rows of orchards and vineyards.

Our founder and renowned land artist, Jim Denevan, was the chef at Gabriella Cafe in Santa Cruz, California when he began to foster his mission to support farmers and food producers by connecting diners to the source of their food. Inspired by his brother's work as an organic apple farmer, Jim decided to bring producers into the spotlight to stand alongside chefs – to highlight the farm in the growing farm-to-table movement.



Our Impact

To date, we have set nearly 1,500 tables, served 130,000 people, highlighted more than 700 award-winning chefs in the field kitchen, visited all 50 states and 24 countries around the world & donated over \$1 million to various organizations supporting food, farming and education.



Brand Values

- 01 Hospitality, first.
- 02 Remain curious.
- 03 Origin matters.
- 04 Collaboration of community.
- 05 Respect Nature.
- 06 Celebrate, for celebration's sake.
- 07 Expect the unexpected.



Chef Partners

Local Flavor, Global Connections

We've worked with internationally renowned chefs such as **Francis Mallman**, **Virgilio Martinez**, **Gaggan** and **Rodolfo Guzman**; Michelin star holders such as **Alex Hong**, **Christophe Ledru** and **Drew Deckman**; industry leaders such as **Alice Waters**, **Robert Sinskey** and **Fatmata Binta**; and Top Chef winners such as **Brooke Williamson**, **Brian Voltaggio** and **Tiffany Faison**.

What unites them is their passion for creating excellent experiences, their dedication to regenerative agriculture, local sourcing and their love of sharing the crafting of their product from its origin.



Chef Fatmata Binta | Accra, Ghana



Chef Gaggan Anand | Bangkok, Thailand



Chef Virgilio Martinez | Lima, Peru



Chef Marcus Samuelsson | New York, NY



Chef Chris Bianco | Phoenix, AZ



Chef Brooke Williamson | Los Angeles, CA



Chef Dario Cecchini | Tuscany, Italy



Chef Alex Guarnaschelli | New York, NY



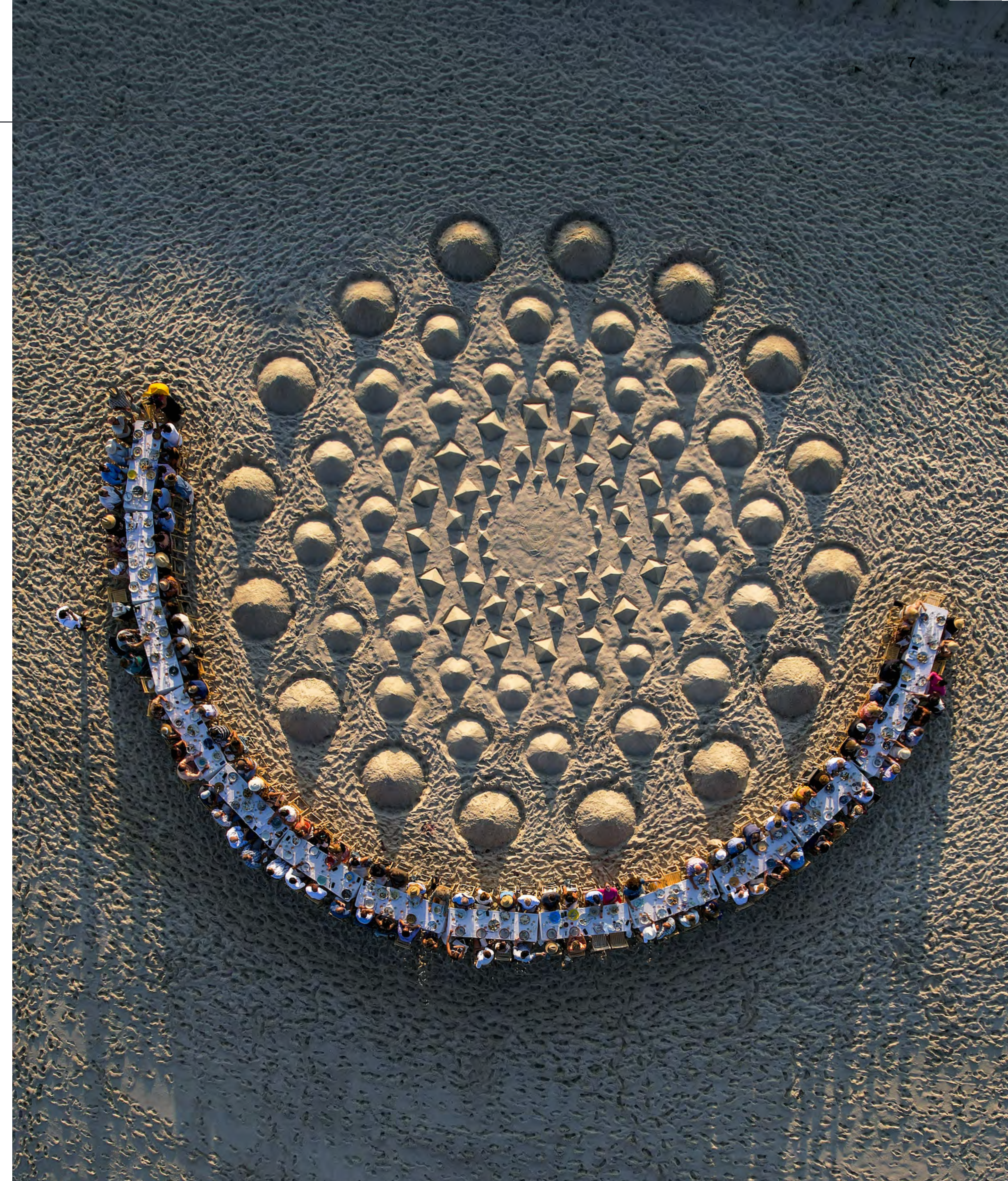
Chef Rodolfo Guzman | Santiago, Chile



Artistic Interventions

Jim Denevan is an artist, chef, and founder of Outstanding in the Field. Through his land art, Denevan interacts with the earth's topography to create works of varying scale in sand, earth and ice. These pieces range from smaller beach compositions to large land works the size of a city. In the tables he sets and the land artworks he creates, there is an element of organic impermanence at play.

Denevan's work has been featured in [The New York Times Magazine](#), [National Geographic](#), [GQ](#), [The Surfers Journal](#), [Outside](#), and [Conde Nast Traveler](#), along with many other publications. Vancouver Sculpture Biennale, Yerba Buena Center for the Arts, MoMA/PS1, and Peabody Essex Museum. His life and art are the subject of the recently released film [Man in the Field](#) (2021), wherein director Patrick Trefz charts Denevan's experiences over a period of eight years, exploring themes of process, grief and discovery.





Key Metrics

We boast a growing international audience and exposure with high net worth attendees. Community engagement in local areas with farmers, producers, artists, and guest chefs. Content, social media, and audience engagement: 291k+ Social Media followers and 100k+ database in key national and international markets.

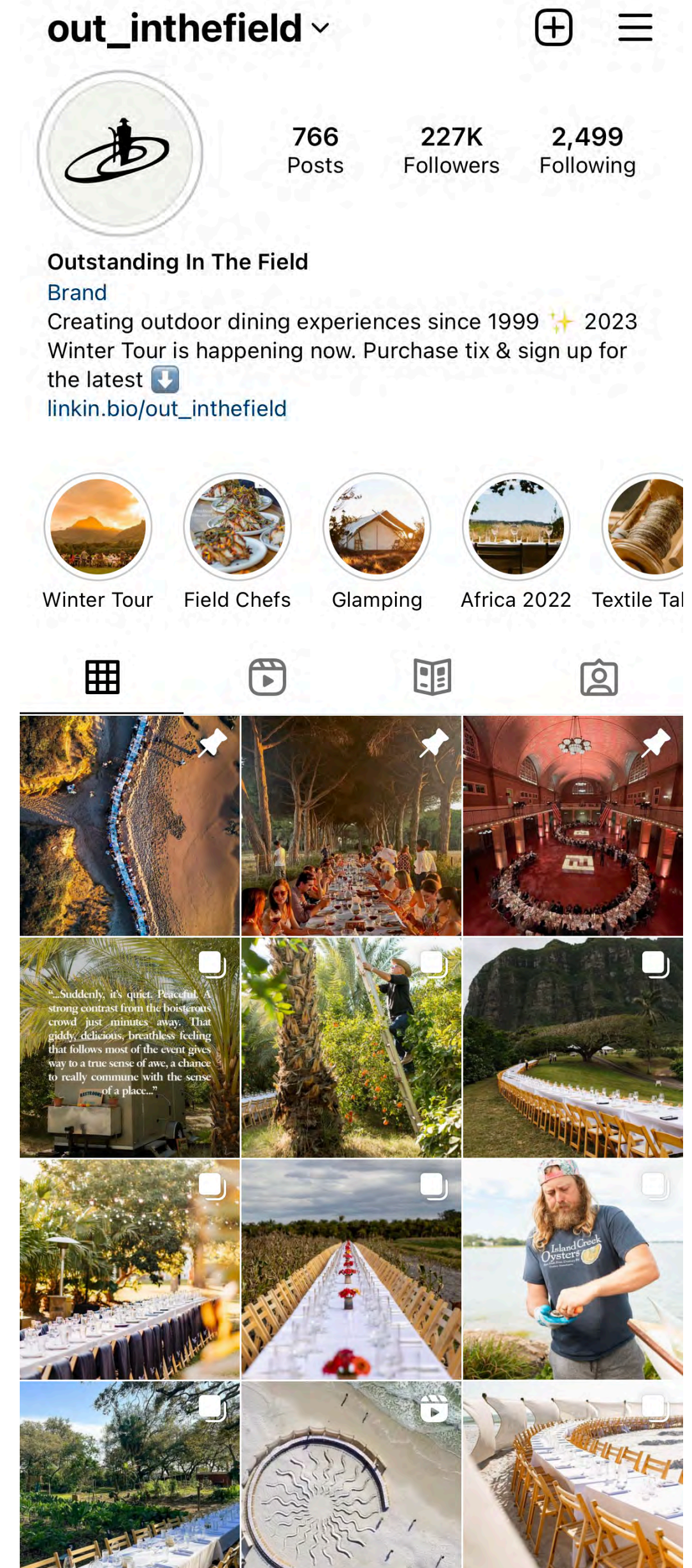
Our social audience includes:

227k+ Instagram Followers

63k+ Facebook Followers

1,400+ TikTok Followers

over 100k Email Subscribers

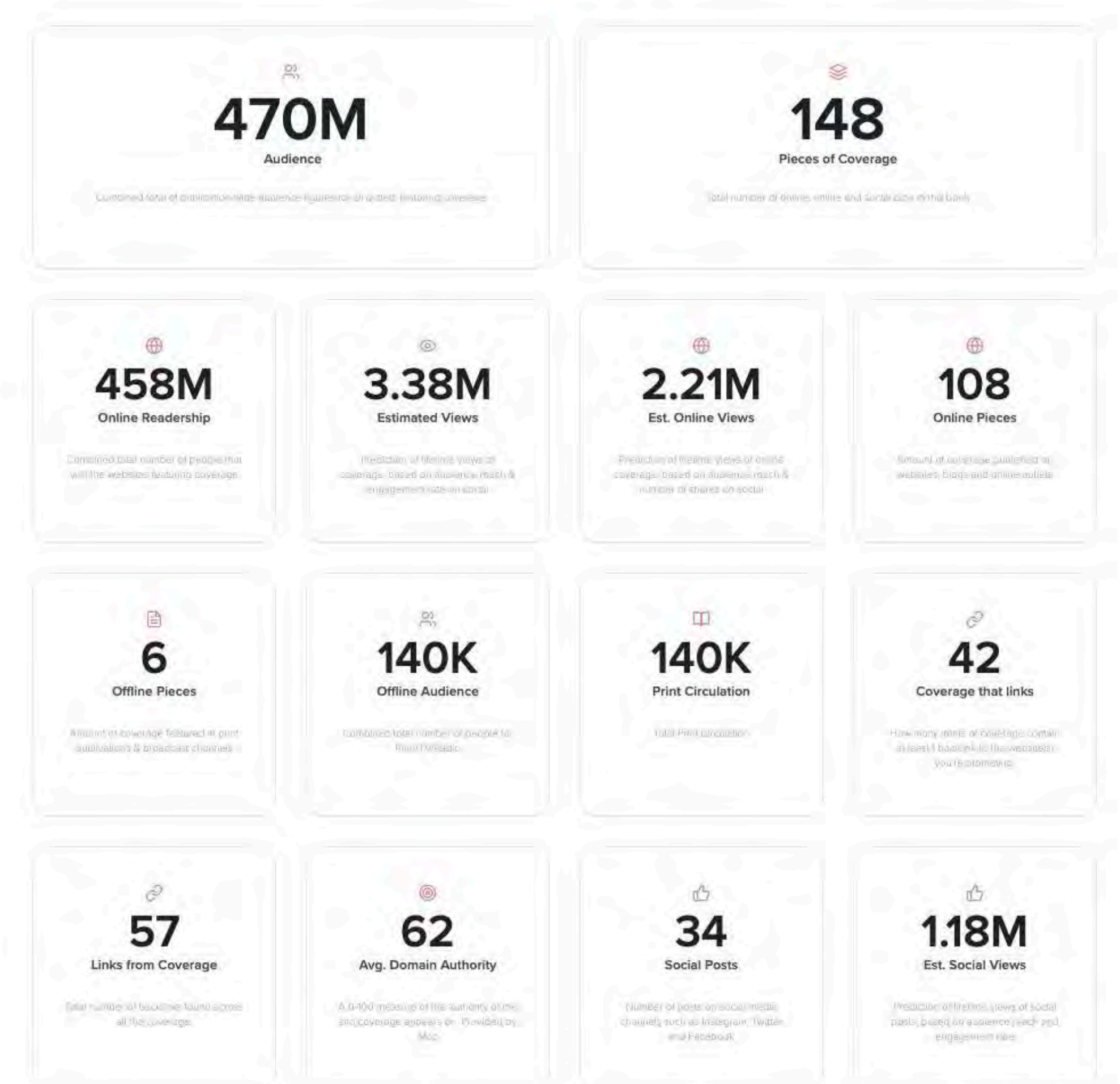




Key Metrics | Press Reach Since Nov 2021



Summary





Our Tour Schedule

We plan to set our long table in over 80 locations, 25 states, and 7 countries from April until November. We invite you to explore some highlights of the upcoming season before tickets become available to the general public. Our most marvelous events sell out immediately, but we want to save a seat at the table for you to experience the best of our offerings.

Northern and Central California	April 29 - June 21
PNW/ Western Canada	June 24-July 12
Rockies	July 15- July 23
Europe	July 15 - August 15
Midwest	July 26 - August 8
Northeast/ Eastern Canada	August 12 - September 17
Mid-Atlantic	September 23 - 27
South/Southwest	September 30- October 21
Asia	October 15 - November 15
California Fall	October 22- November 19





Partnership Opportunities:

Benefits

- Use of event name, imagery, marks promotion or advertising
- Category Exclusivity
- Programming
- Tickets / Exclusive Access
- Activation Area(s) / Footprint(s)
- Display / Sample product or services
- Gifting to talent and/or VIPs

Brand Integration

- Logo on menu
- Logo on entry / exit signage
- Digital Advertising
- Print Advertising
- Email Marketing
- Social Media
- Website

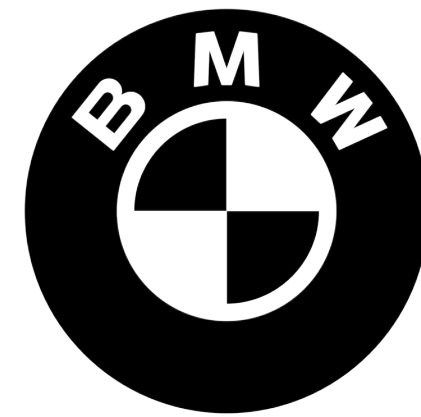
TAILORED CUSTOM PACKAGES
INVESTMENT: \$25K - \$500K+



Clients



ANTHROPOLOGIE



Google



FOOD & WINE
classic in aspen



COACHELLA



Chobani





Client Activations



**We cannot wait to
partner with you.**

For booking information, please contact
sponsorships@outstandinginthe field.com.

