SECTOR INTELLIGENCE REPORT

# Private-Chef & In-Home Culinary Technology Sector

A comprehensive look at how private-chef and chef-on-demand platforms operate, fund, and expand — covering funding news, regional expansion, service updates, revenue models, fee structures, and scalability challenges.

16 Platforms Tracked · ~$135M Disclosed Funding · Global Coverage · All Sources Cited

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# Platform Profiles

## Comparative Overview Table

| Platform | Founded | HQ | Total Funding | Chefs / Scale | Primary Market | Status |
|---|---|---|---|---|---|---|
| Eat Cook Joy | 2024 | Austin, TX | ~$4M (XYZ VC) | Undisclosed | USA (5 cities) | Active / Growing |
| Yhangry | 2019 | London, UK | $2.51M (3 rounds) | 5,000+ UK chefs | UK → US 2025 | Active / Expanding |
| Take a Chef | 2012 | Madrid, Spain | ~$200K + accelerator | 70,000 globally | 100+ countries | Active / Profitable |
| La Belle Assiette | 2012 | Paris, France | $3.5M | N/A (shut down) | EU (former) | Discontinued |
| Cozymeal | 2014 | San Francisco, CA | Undisclosed | 200+ cities | USA + Global | Active |
| Eatwith | 2012 | Tel Aviv / Paris | $9.2M (4 rounds) | 500+ hosts (2014) | Global | Acquired (VizEat) |
| CHEFIN (Australia) | 2015 | Sydney, Australia | ~$670K + raising $3M | 1,016 in 116 cities | AU, USA, Brazil, HK | Active / Raising |
| Shef | 2019 | San Francisco, CA | $102.3M+ | Home cooks, 11 states | USA | Active |
| Cookin (Canada) | 2021 | Toronto, Canada | C$17M+ | 2,000+ cook applicants | Canada → USA | Active |
| MiumMium | Undisclosed | USA | Undisclosed | 20,000+ cities claimed | Global | Active |
| Hire A Chef (USPCA) | 1991 | USA | N/A (association) | National directory | US + Canada | Active |
| SRVE | 2016 | Los Angeles, CA | $20K (Techstars) | LA-focused | USA (LA) | Early stage |
| Chefmade (DK) | 2017 | Denmark | Undisclosed | 100K+ guests served | Denmark → Europe | Active |
| Chefs for Seniors | 2015 | USA | $125K | Franchise network | USA | Active |
| Tablein | Undisclosed | Europe | Undisclosed | ~$220K ARR | Restaurant SaaS | Active (different sector) |

## Eat Cook Joy

**Founded:** 2024 | **HQ:** Austin, TX, USA | **Website:** eatcookjoy.com

**Summary:** AI-driven private chef platform with two-pronged strategy: (1) consumer-facing flat-price all-inclusive dinner service and (2) B2B SaaS back-office tools for chefs and catering companies. Founded by Zainab Ghadiyali (CEO) and Moritz Brandt (CTO, 18-year-old German AI engineer, added October 2024). Lead investor: XYZ Venture Capital (Ross Fubini, Managing Partner). Relevant to Aziz's UAE expansion interest — the platform is actively seeking international partners.

**Funding:**

| Date | Amount | Type | Lead Investor |
|---|---|---|---|
| 2024 | ~$4M | Seed | XYZ Venture Capital |

Source: Austin Business Journals, Feb 2025 | PR Newswire, Oct 2024

**Service Model:** Weekly rotating menus pooled across multiple homes; chef sources fresh groceries morning-of; cooks and cleans in client's kitchen. Menu catalog of ~20,000 dishes. Pricing pooled across many homes to reduce per-event overhead. No subscriptions, no surge pricing. Parallel B2B SaaS: automates chef invoicing, pricing, menus, scheduling, customer communications. Uses Meta LLaMA, OpenAI, Perplexity AI.

**Pricing (Consumer):**

| Tier | Price/Person | Guests | Included |
|---|---|---|---|
| The Weeknight | $29 | 2-4 | 3 courses, groceries, kitchen cleanup |
| The Dinner Party | $38 | 5-10 | 4 courses + welcome bite, wine pairing notes |
| The Celebration | $54 | 10-20 | 5 courses, custom menu, second chef, table styling, tableside hosting |
| Meal Prep Light | $115 (event) | — | All-in, groceries included |
| Standard Meal Prep | $165 (event) | — | All-in, groceries included |

Source: eatcookjoy.com

**Geographic Footprint: - Active:** NYC, Bay Area, LA, Chicago, Austin, San Antonio — new cities opening monthly - **Planned 2026:** Series A raise; **Planned 2027:** International launch

**Financial Projections (Investor Pitch):**

| Year | Revenue | Users | Milestone |
|---|---|---|---|
| 2025 | $1.2M (ARR) | — | Private Beta |
| 2026 | $3.5M | 100K | Series A raise |
| 2027 | $9M | 250K | International launch |
| 2028 | $22M | 600K | Profitability + grocery scale |
| 2030 | $95M | 2M | Liquidity event |

Source: EatCookJoy Investor Pitch

**Revenue Model (planned diversification):** 1. Flat per-person event fee (all-in) 2. Up to 20% commission on grocery orders via partner stores 3. Referral fee per chef booking 4. Premium subscription (AI meal management, grocery ordering, chef access) 5. Anonymized taste/meal data licensed to retailers and CPG brands via API 6. B2B SaaS for chefs

**Scale Signals:** ~$500K beta revenue (Digital Journal); $1.2M ARR (2025); ~20,000 dishes in catalog; Silicon Valley engineering team

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## Yhangry

**Founded:** 2019 | **HQ:** London, UK | **Website:** yhangry.com

**Summary:** Largest private chef platform in the UK by bookings and chef network. Founded by Siddhi Mittal and Heinin Zhang (both former finance/trading professionals). YC W2022 alumni. Launched in the US in late 2025; plans 2026 expansion to Europe and Middle East. 55% of bookings now come through vacation rentals — a major pivot discovered by data analysis. Partner with Awaze/cottages.com (23,000+ UK homes).

**Funding:**

| Date | Amount | Type | Key Investors |
|---|---|---|---|
| Apr 2021 | $1.5M | Seed | Orson Stadler, Martin Mignot |
| Jun 2022 | undisclosed | YC Seed | Y Combinator |
| Dec 2024 | ~$890K | Seed | Michael Seibel (YC MD), Tamara Lohan (Mr & Mrs Smith), Ollie Locke, Goodwater Capital |
| **Total** | **$2.51M** | | |

Sources: The Company Check | Startups Magazine, Dec 2024 | Forbes, Dec 2024

**Scale Signals:** - 5,000+ chefs in UK (10% month-on-month organic growth) - 135,000+ guests served; 5,500 bookings/year (recent period) - $11M+ paid to chefs (per ambassador page) - AOV: £700-800 (~$900-$1,000 USD) - $6.7M ARR (Sig.ai, 2024) or $13.8M (Latka — methodology varies) - 130,000+ UK STR units partnered - US launch November 2025: 2x more chefs than Airbnb at launch - Near-0% flake rate; strict chef blacklisting

**Revenue Model:** Marketplace commission (estimated 15-20% based on AOV and earnings data). STR partner program: hosts earn 10% per chef booking referred. Community crowdfund element in Dec 2024 round.

**Recent Milestones:** - 2024: 100+ STR partnerships in 1.5 months; 3,000+ in pipeline - Jan 2025: Closed £800K round; targeting 50 US locations by end 2025 (Zion Market Research note) - Apr 2025: Published Private Dining Industry Report 2025 (SSRN) — UK private dining market to reach £873.6M by 2030 - Late 2025: US launch; partnership with Awaze/cottages.com - Jan 2026: Published 2025 UK data: demand +23%; supply grew 3x faster; median chef earnings down 9.3% but top earners (£50K+) grew 175%

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## Take a Chef

**Founded:** 2012 | **HQ:** Madrid, Spain | **Website:** takeachef.com

**Summary:** Most globally scaled private chef platform by chef count and country coverage. Founded by Galder Kabiketa Arrazola. Bootstrapped to profitability with €20M revenue in 2024. US is 40% of business. Pivoting to B2B with Private Chef Manager white-label SaaS (launched June 2025) for vacation rental operators.

**Funding:** Only known external round: Ketchum European FoodLab accelerator (March 2016, amount undisclosed). Effectively bootstrapped since. Source: CB Insights

**Scale Signals:** - 70,000 chefs in 100+ countries - €20M ($22M) revenue in 2024 - 300+ hospitality/travel company partners - US average ticket: $936 per booking; $150-235/person for 4-6 guests - Private Chef Manager operational in 260+ cities (June 2025) - US = 40% of business; Spain = 5%

Source: Yahoo Finance / PRNewswire, Jun 2025

**Revenue Model:** ~18% commission from chef payouts (chef-reported on Facebook). White-label SaaS licensing (Private Chef Manager, launched June 2025).

**June 2025 Launch:** Private Chef Manager — white-label solution for villa agencies, property managers, vacation rental operators. API integration. Unified chef dashboard: proposals, availability, payments, invoices, marketing.

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### La Belle Assiette (DISCONTINUED as marketplace)

**Founded:** 2012 | **HQ:** Paris, France | **Status:** Pivoted to blog by 2025

**Summary:** Early European private chef pioneer. Raised €1.7M total including from BlaBlaCar's Nicolas Brusson and Kima Ventures. 12% commission model. Had 350+ chefs across France, UK, Belgium, Switzerland, Luxembourg. **Discontinued private-chef booking by 2025** — now operates only as a culinary blog.

Source: Wikipedia — La Belle Assiette | TechCrunch, Oct 2014

> **Data gap note:** La Belle Assiette's shutdown underscores the difficulty of scaling in-home chef marketplaces without reaching sustainable density.

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### Cozymeal

**Founded:** 2014 | **HQ:** San Francisco, CA | **Website:** cozymeal.com

**Summary:** Multi-experience culinary marketplace (not exclusively private chef). Covers cooking classes, private chef meals, food tours, wine tastings, team-building events. Founded in December 2013/launched 2014 by Samad Nasserian. Backed by institutional and angel investors (names not publicly disclosed). No publicly announced funding rounds.

**Scale:** 200+ cities worldwide. Estimated revenue $8.75M-$38.3M (significant variance between Prospeo and Growjo estimates — likely different revenue definitions).

**Revenue Model:** Commission per booking (undisclosed %). Partner program: 12% referral commission for travel agencies and concierges. Source: Cozymeal partner page

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### Eatwith (now part of VizEat)

**Founded:** 2012 | **HQ:** Tel Aviv, Israel (acquired by VizEat, Paris) | **Website:** eatwith.com

**Summary:** Raised $9.2M in 4 rounds; Series A led by Greylock Partners ($8M, 2014) with Simon Rothman (marketplace expert). 500+ hosts across 30 countries and 160 cities by 2014. **Acquired by VizEat (French social eating platform) September 2017 —** combined to create global immersive food experience platform.

**Revenue Model:** Guest service fee 5-15% of booking value; hosts pay smaller commission. Source: Sharetribe — EatWith model

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## CHEFIN (Australia)

**Founded:** 2015 | **HQ:** Sydney, NSW, Australia | **Website:** chefin.com

**Summary:** Australian private chef marketplace built by Petko Petkov and co-founders from a personal passion for food. Bootstrapped for first 3 years before raising ~$670K angel (2018-2019). Cashflow positive. Now 1,016 chefs in 116 cities across Australia, USA, Brazil, Hong Kong. Actively raising $3M community equity round (chefs and customers as co-owners).

**Key Metrics (Petkov LinkedIn, 2025-2026):** - 1,016 chefs in 116 cities - $5.5M+ total lifetime revenue - $2,475 average order value - 90,000+ guests served; 2,328 bookings (AU + US) - 90 NPS score; 7x LTV:CAC - 50%+ customer return rate - 13% weekly growth; 3x year-on-year - 12 months runway; cashflow positive

Source: Petko Petkov LinkedIn | Scale Forward Podcast, May 2025

**Revenue Model:** Value-based pricing marketplace commission (exact % undisclosed). Chef-facing operations wizard. Algorithm-driven matching.

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## Shef (adjacent: home cook delivery, not in-home private chef)

**Founded:** 2019 | **HQ:** San Francisco, CA | **Website:** shef.com

**Summary:** Largest funded platform in adjacent "homemade food delivery" segment. Raised $102.3M+ from Andreessen Horowitz, CRV, Amex Ventures, YC. Home cooks (not professional chefs) sell culturally authentic meals for delivery. Not in-home cooking — delivery-based. Included as sector context; strongest signal of VC appetite for home cooking category.

**Funding Rounds:**

| Date | Amount | Type | Lead |
|---|---|---|---|
| 2020 | $8.8M | Seed | Andreessen Horowitz, YC |
| Jun 2021 | $20M | Series A | Andreessen Horowitz |
| Jun 2022 | $73.5M | Series B | CRV |
| **Total** | **$102.3M+** | | |

Sources: Grocery Dive | Crunchbase News

**Scale:** 11 states + DC; 70M potential diners; 3M+ dishes served; $50.9M ARR (Latka, 2024); Valuation $152.6M
**Revenue Model:** 15% commission per order; cooks keep 100% of tips; delivery fees charged to consumer

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### Cookin (Canada) (adjacent: home cook delivery)

**Founded:** 2021 | **HQ:** Toronto, Ontario | **Website:** cookin.com

**Summary:** Canadian homemade food delivery marketplace. Raised C$17M+ (~$12.7M USD) seed in February 2023, led by Relay Ventures. Home cooks retain 80% of revenue. US expansion to Dallas/Miami announced 2023.

Source: PR Newswire, Feb 2023

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### MiumMium

**Website:** miummium.com | **HQ:** USA

**Summary:** Claims to be the largest personal chef marketplace on the web by city coverage (20,000+ cities). Marketplace model: browse chef profiles, contact, reserve. Reservation fee <18% of total booking charged at checkout. Historical average: $50.65/person (includes grocery, food, cook, service, cleaning, taxes). No disclosed funding or founding date.

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### Hire A Chef (HireAChef.com / USPCA)

**Founded:** 1991 (USPCA) | **HQ:** USA | **Website:** hireachef.com

**Summary:** Personal chef directory operated by the United States Personal Chef Association. Not a transactional marketplace — connects clients with vetted USPCA member chefs. Free to search; chefs pay membership fee to be listed. Trusted lead source particularly for recurring weekly meal prep and special diet clients. Largest and most comprehensive personal chef directory in USA and Canada.

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### SRVE

**Founded:** 2016 | **HQ:** Los Angeles, CA | **Website:** srve.co

**Summary:** App-driven personal chef booking marketplace. Founded by Ishan Singh. Backed by Techstars ($20K seed, June 2022). LA-focused. iOS app with real-time chef tracking. Connections with Michelin-starred chefs and local culinary talent.

Source: The Company Check — SRVE

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### Chefmade (ChefmadeDK)

**Founded:** 2017 | **HQ:** Denmark | **Website:** chefmade.dk

**Summary:** Denmark's leading private fine dining marketplace. 100,000+ guests served. Handpicked top chefs matched to client budget and preferences. Chef arrives with fresh ingredients, prepares exclusive gourmet experience, leaves kitchen spotless. Premium positioning ($$$$). Expanding to Germany and beyond.

Source: Feline Holidays — Chefmade partner listing

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### Chefs for Seniors

**Founded:** 2015 | **HQ:** USA | **Website:** chefsforseniors.com

**Summary:** Franchise-based personal chef service for senior citizens. Chefs prepare fresh, nutritious meals in clients' homes. Raised $125K seed (2016). Estimated revenue $27M (Latka, 2024 — methodology note). Recurring weekly model; targets healthcare-adjacent senior living market.

Source: Latka — Chefsforseniors revenue 2024

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## Revenue Models

### Overview

The in-home culinary marketplace sector uses five primary monetization approaches, often layered:

| Model | Description | Typical Take Rate | Examples |
|---|---|---|---|
| **Marketplace Commission** | % of each booking; most common | 12-20% (chef platforms); up to 30% (delivery with logistics) | Take a Chef ~18%, Shef 15%, Cookin 20%, La Belle Assiette 12% |
| **Flat-Rate Bundled Pricing** | Fixed per-person price includes groceries, prep, cooking, cleanup | Margin embedded in flat fee | Eat Cook Joy: $29-54/person all-in |
| **SaaS / Chef Tools** | Monthly subscription for chef business software | 60-80%+ gross margin (SaaS) | Eat Cook Joy B2B, Take a Chef Private Chef Manager, CHEFIN ops wizard |
| **Subscription Tiers** | Consumer pays recurring fee for premium features / AI tools | $20-150/month | Eat Cook Joy (planned), USPCA membership |
| **Grocery Commission** | Platform earns % on groceries sourced per event | 5-20% on grocery spend | Eat Cook Joy (planned): up to 20% via partner stores |
| **STR Partner Commission** | Referral fee from short-term rental hosts who bring bookings | 10% per referred booking | Yhangry: 10%; Take a Chef: partner network |
| **Data Licensing / B2B API** | Anonymized taste/meal data licensed to retailers, CPG brands | Enterprise pricing | Eat Cook Joy (planned) |

### Take Rate Benchmarks

- **High-end professional chef platforms (in-home):** 15-20% commission
- **Home cook delivery platforms:** 15-30% (includes delivery logistics)
- **Directory models (USPCA):** Annual membership fee only; no transaction commission
- **All-in flat-price models (Eat Cook Joy):** Margin captured within flat fee; exact split not disclosed
- **STR referral programs:** 10% paid to host; platform retains remainder
- **Partner referral (Cozymeal, travel agencies):** 12% referral commission

Sources: Take a Chef 18% (chef-reported) | Shef 15% commission | Cookin 20% | Yhangry STR 10% | Eat Cook Joy revenue model

## Fee Structures

### Per-Person Event Pricing

| Platform / Context | Price Range | What's Included | Source |
|---|---|---|---|
| Eat Cook Joy (Weeknight) | $29/person | 3 courses, groceries, cleanup | eatcookjoy.com |
| Eat Cook Joy (Dinner Party) | $38/person | 4 courses + welcome bite, wine notes | eatcookjoy.com |
| Eat Cook Joy (Celebration) | $54/person | 5 courses, custom menu, 2nd chef | eatcookjoy.com |
| MiumMium (historical avg) | $50.65/person | All-in: grocery, food, cook, service, cleaning, taxes | MiumMium Miami page |
| Take a Chef (USA avg) | $150-235/person (4-6 guests) | Groceries, cook, cleanup; avg ticket $936/event | Take a Chef blog |
| Yhangry (UK) | £700-800 AOV; $500+ entry | Chef shops, cooks, cleans | Pavlo Substack |
| CHEFIN (AU) | $2,475 AUD avg order | Full package | Petkov LinkedIn |
| La Belle Assiette (historical) | ~$55/person (€45) | 6-person average | TechCrunch 2014 |
| Industry casual event | $50-150/person | Menu planning, groceries, cooking, cleanup | Jason Raffin |
| Industry premium/tasting menu | $200-500+/person | Multi-course, premium ingredients, wine | Jason Raffin |

### Weekly Meal Prep Pricing

| Context | Price Range | Notes | Source |
|---|---|---|---|
| Eat Cook Joy (all-in) | $115-165/event | Groceries fully included | eatcookjoy.com |
| Industry standard (service only) | $200-600+/week | Groceries separate ($15-50+/person) | Traqly pricing guide 2026 |
| Part-time personal chef | $1,000-3,000/month | Recurring arrangement | Jason Raffin |
| Full-time live-in chef | $50,000-150,000+/year | Includes benefits, accommodation | Jason Raffin |

### Platform Fee / Commission Summary

| Platform | Fee Structure | Side Charged |
|---|---|---|
| Take a Chef | ~18% commission | Chef (confirmed by working chefs) |
| Shef | 15% commission | Consumer/transaction |
| Cookin Canada | 20% platform take | Transaction (80% to cook) |
| La Belle Assiette (former) | 12% commission | Chef |
| MiumMium | <18% reservation fee | Consumer (at checkout) |
| Eatwith | 5-15% service fee | Consumer |
| Yhangry | Undisclosed (est. 15-20%) | Likely consumer |
| CHEFIN | Undisclosed | Not public |
| Eat Cook Joy | Embedded in flat price | Consumer (flat per-person fee) |

### Tipping

Most platforms make tipping optional or discourage expectation. Shef passes 100% of tips to cooks. Industry standard for high-end private chef: 15-20% gratuity. Eat Cook Joy explicitly states "tip optional, never expected." Source: Eat Cook Joy

### Food Cost Benchmarks

Per standard culinary practice, food costs should be 28-35% of total event charge in all-in pricing models. Above 35-40% erodes labor margins significantly. Source: Traqly pricing guide

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## Scalability Challenges

The core tension is the labor-intensive, hyperlocal nature of in-home cooking versus the capital efficiency that venture growth requires. Ten documented challenge clusters:

### 1. Chef Supply Density / Chicken-and-Egg Problem

Platforms need simultaneous chef recruitment and consumer acquisition in every new city. Without sufficient chef supply, consumer experience degrades; without consumer demand, chefs won't join. CHEFIN's geographic timeline illustrates this: 4 years building Australia, 2 years expanding domestically, 20 months to enter US, 10 months for Brazil/HK — each market requires restarting the flywheel. Source: Vanka AI — Pantry to Plate analysis | CHEFIN LinkedIn

### 2. Quality Control at Scale

In-home cooking uses client kitchens with unpredictable equipment, layout, and tools — no controlled commercial kitchen environment. Maintaining consistent quality across hundreds or thousands of independent contractors in multiple cities requires rigorous vetting, ongoing review monitoring, and rapid response to complaints. Yhangry achieves near-0% flake rate through strict enforcement and blacklisting — achievable in UK at current scale, but significantly harder as the chef pool and geography expand. Source: Research and Markets — Personal Chef Service Market Outlook

### 3. Low Booking Frequency / High CAC

Private chef experiences are occasion-driven (birthdays, anniversaries, special events) rather than habitual. Eat Cook Joy's CAC payback period is 8-12 months — long for a consumer marketplace. Yhangry's UK data shows demand grew 23% in 2025 but from a relatively low base. Converting consumers to regular weekly meal prep (rather than one-off events) is the key to improving LTV:CAC ratios, but habit formation is difficult. Source: EatCookJoy Investor Pitch | LinkedIn — UK Private Chef Market (Jan 2026)

### 4. Thin Unit Economics

Platform margins are squeezed from both sides: chefs expect meaningful hourly earnings above restaurant wages; consumers expect restaurant quality at somewhat lower total cost. After platform commission (15-20%) and grocery costs (28-35% of ticket), net platform margin per transaction is thin. La Belle Assiette shut down after 12+ years despite $3.5M in funding — demonstrating how difficult it is to reach sustainability. Financial model analysis suggests 17-month breakeven requiring $462K cash buffer for a solo-market launch. Source: Financial Models Lab — Personal Chef Service Startup | Research and Markets

### 5. Trust and Safety (In-Home Context)

Inviting an independent contractor into a private home creates liability not present in delivery or restaurant contexts. Platforms must carry insurance ($20M public liability for CHEFIN), conduct background checks, and handle disputes around food safety, allergies, property damage, or theft. Consumer trust is the platform's most critical asset and hardest to build. Source: CHEFIN website — $20M public liability | Vanka AI analysis

### 6. Grocery Logistics Complexity

Every in-home event requires chefs to personally source fresh groceries for that specific event. Variables include commodity price swings, seasonal availability, premium ingredient access, transport of perishables, and time spent shopping (often unbillable or bundled in flat fees). Platforms pooling menus across homes (Eat Cook Joy model) partially mitigate this, but grocery logistics remains an execution risk that doesn't parallelize easily. Source: Research and Markets — Personal Chef Service Market challenges

### 7. Chef Labor Classification and Regulatory Risk

Gig/contractor classification for chefs is legally contested in multiple jurisdictions (California AB5, UK worker classification rulings). Platforms relying on 1099 independent contractor models face potential retroactive liability for payroll taxes, benefits, and worker protections. Additionally, home-kitchen food safety regulations vary by jurisdiction — in-home cooking exists in legal grey zones in some markets. Source: New Labor Forum — Platform Kitchens (May 2024)

### 8. Disintermediation Risk

Once chef and client develop a direct relationship through the platform, both have financial incentive to bypass the platform for future bookings. The longer the booking history, the stronger this pull. Platforms respond with escrow mechanisms, booking insurance, and chef blacklisting — but structural disintermediation risk is difficult to eliminate in high-touch, relationship-driven services. Source: Vanka AI analysis

### 9. Seasonality and Demand Lumpiness

Chef bookings cluster heavily around holidays, celebrations, summer events, and weekend evenings. Off-peak utilization is structurally low, creating revenue lumpiness and challenge in maintaining chef engagement and quality during slow periods. Yhangry data shows birthday dinners and hen parties are "exploding" but these are inherently seasonal. Source: Yhangry — 2025 UK Private Dining Industry Report

### 10. Geographic Expansion Costs

Each new city requires bootstrapping chef recruitment, local consumer marketing, and operational support from scratch — unlike pure software platforms where geographic expansion is nearly costless. Platform-marketplace businesses need "thickness" (many chefs and many consumers) in each market before the experience is good enough to retain either side. Source: CHEFIN LinkedIn — geographic expansion timeline

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## Market Size & Growth

### Global Market Size Consensus

Multiple independent research firms converge on a global personal chef services market of **$14-17B in 2024**, growing to **$21-31B by 2030-2034**, at a **CAGR of approximately 5.3-6.7%**. The variance across reports reflects differing scope definitions (some include all personal chef types; others focus on platform-mediated demand only).

| Source | 2024 Value | 2030/2033/2034 Forecast | CAGR |
|---|---|---|---|
| Grand View Research | $16.62B | $24.20B (2030) | 6.7% |
| Zion Market Research | $16.88B | $31.48B (2034) | 6.43% |
| Spherical Insights | $14.47B (2023) | $24.18B (2033) | 5.27% |
| Bonafide Research | $15.68B | $21.68B (2030) | 5.67% |

Sources: Grand View Research | Zion Market Research | Yahoo Finance / Spherical Insights, Sep 2024 | Bonafide Research, Jul 2025

### US Market

The US is the world's largest personal chef market at **27.5% of global demand**. The US personal chef services market generated **$4.57B in revenue in 2024** and is forecast to reach **$6.17B by 2030** at a **5.4% CAGR**. Source: Grand View Research — US Outlook

## UK Market

The UK personal chef market is projected to add **USD 220M+** over 2025-2030 per Actual Market Research. Yhangry's proprietary data projects the **UK private dining sector at £873.6M by 2030**. Source: Actual Market Research | SSRN — Yhangry Industry Report 2025

## High-Growth Sub-Segments

| Segment | CAGR | Notes |
|---|---|---|
| Special Diets | 8.0% (2024-2030) | Fastest growing sub-segment globally |
| Vacation / Travel | 7.9% (2024-2030) | STR-driven demand; Yhangry 55% of bookings from STRs |
| Senior Citizens | 7.5% (2024-2030) | Healthcare-adjacent; Chefs for Seniors model |
| Special Occasions | ~49% of current market | Birthday dinners, hen parties dominate |
| Gourmet / Fine Dining | ~41% of current market | Premium positioning |

Sources: Grand View Research | Yhangry Industry Report 2025

## Key Demand Drivers

- Rising disposable incomes among dual-income professional households
- Post-pandemic shift toward elevated home entertainment (permanently altered dining culture)
- STR/vacation rental industry growth — guests expect premium amenities including chef access
- Health, dietary awareness, and personalized nutrition demands
- Digital platform accessibility democratizing previously luxury-only service
- Remote work extending weekday home dining occasions
- Social media amplification of "private chef experience" content

## Market Positioning Note

The private chef market sits between restaurant dining (less personal, requires travel) and formal catering (higher minimums, event-style). It serves an affluent but expanding consumer base. Yhangry positioned it as "same cost as a restaurant, but a restaurant comes to your home." Source: Hospitable Podcast — Yhangry

## Funding Trends

### Historical Funding Timeline

| Date | Event | Amount | Company |
|---|---|---|---|
| Sep 2014 | EatWith Series A — Greylock Partners | $8M | EatWith |
| Oct 2014 | La Belle Assiette angel round — Kima Ventures, BlaBlaCar founder | €1.3M ($1.7M) | La Belle Assiette |
| 2018-2019 | CHEFIN angel round — 5 angels | ~$670K | CHEFIN |
| Apr 2021 | Yhangry seed — Orson Stadler, Martin Mignot | $1.5M | Yhangry |
| Jun 2021 | Shef Series A — Andreessen Horowitz (with Katy Perry, Padma Lakshmi) | $20M | Shef |
| Jun 2022 | Yhangry — YC W2022 batch | undisclosed | Yhangry |
| Jun 2022 | Shef Series B — CRV, Andreessen, Amex Ventures | $73.5M | Shef |
| Feb 2023 | Cookin Canada seed — Relay Ventures | C$17M+ | Cookin |
| 2024 | Eat Cook Joy seed — XYZ Venture Capital | ~$4M | Eat Cook Joy |
| Dec 2024 | Yhangry seed 3 — Michael Seibel (YC), community | ~$890K | Yhangry |
| Jan 2025 | Yhangry closes £800K round; US expansion announced | £800K | Yhangry |
| May 2025 | Posha (robot chef appliance) Series A — Accel | $8M | Posha |
| Jun 2025 | Take a Chef: Private Chef Manager launch (no equity raise) | — | Take a Chef |
| 2025-2026 | CHEFIN raising $3M community equity round | $3M (target) | CHEFIN |

Sources: TechCrunch EatWith | TechCrunch La Belle Assiette | Crunchbase News — Shef Series A | Grocery Dive — Shef Series B | PR Newswire — Cookin | BizJournals — Eat Cook Joy | Startups Magazine — Yhangry | LinkedIn — Posha Series A

### Macro Funding Environment (2024-2026)

Total VC investment in food tech is down approximately **51% from 2021-2022 peaks** (dev.family, Jan 2025). AI now attracts ~20% of all venture investment, creating more competition for food-tech funding. The 2024 foodtech deals that closed focused on: food hall/delivery infrastructure (Wonder: $950M), eGrocery scale (Zepto: $1.3B+), restaurant SaaS (Restaurant365: $175M), and nutritional personalization (Foodsmart: $200M). Source: AgFunder News — Top 15 foodtech deals 2024

**For private chef specifically:** No large venture rounds in 2023-2026. Most platforms are bootstrapped, small seed-funded, or growing community-style raises. Shef ($102M+) is the outlier — and adjacent (delivery, not in-home). The category that is attracting capital: **AI-powered food tools and B2B SaaS for hospitality** (Eat Cook Joy's dual model positions it well here).

### What Investors Look For (2025-2026)

Per FoodNavigator — What food tech investors want (Jul 2025): - **Scalability with strong unit economics** — clear path to profitability, not just GMV growth - **AI and automation integration** — platforms using AI to reduce CAC, improve matching, or automate chef operations - **B2B enablement** — restaurant/hospitality SaaS attracts more capital than pure consumer marketplaces - **Clear proof points before Series A** — 2024 environment demands operational validation before institutional rounds

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## Data Gaps and Limitations

The following information could not be verified from public sources:

| Platform | Missing Data |
|---|---|
| Eat Cook Joy | Exact founding date, specific revenue figures, chef count, XYZ VC total check size |
| Yhangry | Exact commission percentage, exact valuation at each round, US city-by-city breakdown |
| Take a Chef | Total funding history beyond accelerator, exact founding team details, profit/loss |
| Cozymeal | Exact funding amounts and investor names, accurate ARR (sources conflict significantly) |
| CHEFIN | Exact commission rate, breakdown of Australia vs. US vs. other market revenue |
| MiumMium | Founding date, HQ, funding history, exact revenue |
| Chefmade | Any financial data, founder names, funding |
| SRVE | Revenue data, current operational status beyond LA |
| Chef For Feast | No credible public data found — possible regional/niche platform not yet publicly documented |

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Research compiled May 30, 2026. All URLs verified at time of research. Market research figures from third-party reports (Grand View Research, Zion Market Research, Spherical Insights, Bonafide Research) should be treated as directional estimates — methodology and scope definitions vary across research firms.