

## **Annotation**

The main topic of this bachelor thesis is introduction of the chef as a brand and his marketing communication. The aim of the thesis is to compare communication of two best chefs and to find a suitable communication mix using expert interviews, which has ensured a strong position on the gastronomic scene and media acquaintance for the beginning chefs. In theoretical part, the author deals with the related terms from marketing and PR, which are fundamental for the thesis. The author also describes historical development of gastronomy in the world and in the Czech Republic. In practical part, the author analyzes and compares the communication activities of Czech chef Zdeněk Pohlreich and British chef Gordon Ramsay. This part focuses on chef's approach not only to offline communication, but also online communication that includes, for example, social networks, events or branding. At the end there is worked up a successful formula of communication, which has been created thanks to expert interviews with leading Czech chefs, such as Ondřej Slanina, Jan Punčochář and Roman Vaněk.