



Duke Marketing, LLC.
4040 Civic Center Drive, Suite 200
San Rafael, CA 94903

Phone: 415-492-4534
Fax: 415-892-8618
www.dukemarketing.com
www.marketing-cookbook.com

Duke Marketing, LLC is a California-based full service Integrated Marketing Communications firm with expertise working with multi-location and franchise organizations. Duke Marketing combines a full range of services, including: thought-leadership, local store marketing, public relations, consumer promotions and cause marketing, franchise communications, market-by-market planning, creative development and media buying with on-target strategies, fresh ideas and creative concepts to offer complete solutions.

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Duke Marketing Wins New Multi-Unit Clients

Duke Marketing has recently won several noteworthy new accounts: Tavistock Restaurants, Straw Hat Pizza and HoneyBaked Ham.

Tavistock Restaurants, has retained Duke Marketing to provide public relations duties for the Company and their multiple restaurant concepts. Based in Emeryville California, Tavistock owns and operates a diverse collection of restaurant concepts ranging from fast casual to up-

Tavistock Restaurants

scale dining. The Company's portfolio includes Freebirds World Burrito, Sapporo, California Cafe, Napa Valley Grille, Blackhawk Grille, Alcatraz Brewing Company, Cafe del Rey and ZED451. "Linda Duke and her firm are highly respected in the restaurant industry," said Jeff Carl, chief marketing officer, Tavistock Restaurants. "They have a great reputation for creative ideas and effective marketing communications, so we know we are in good hands."

Straw Hat Pizza, the 51 year old originator of "genuine California pizza," comprised of 77 locations and chosen 5th fastest growing restaurant company has selected Duke Marketing as their

marketing agency of record. Duke Marketing will manage communications, branding, and public relations for the expanding restaurant chain.

"As a native Californian, I have



been eating Straw Hat Pizza since I was a little girl," said Linda Duke, chief executive of Duke Marketing. "As a long time fan of Straw Hat, I couldn't be happier to get them back on consumers' radar and to introduce many more fans across the country to the brand." Duke Marketing has already begun developing concepts for Straw Hat's new locations opening soon outside of California.

The company is growing outside of its West Coast roots with new stores opening in Arkansas, Arizona, Florida, New Jersey, Texas and beyond and within two years to reach 150 restaurants. "There's a lot of growth happening for us," says Straw Hat Pizza's president, Jonathan Fornaci.

"We needed a firm to communicate our brand outside of California and Duke Marketing has great brand insight and expertise to do just that," he said.

HoneyBaked Ham, the 40 year old retailer with 400+ franchised stores, has engaged Duke Marketing to produce its Local Store Marketing Toolkit for franchisees. Duke Marketing will create custom "recipes" - marketing tactics that can easily be executed by all HoneyBaked Ham locations.

"We are so excited to create new sales driving tactics for HoneyBaked Ham," said Linda Duke. "The LSM Toolkit will provide their operators with ideas and easy-to-execute tactics for

generating sales and awareness in their community throughout the year, not just at the holidays." The kit will be an online marketing resource.



On-Target Complete Solutions®

NEWS

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Got Crisis? Get Prepared!

Negative restaurant reviews, salmonella, food safety scares and food borne illness are only a few of the potential crisis that restaurant operators face. With new social media tools, your crisis situation can turn into a nationwide news story in minutes. Are you ready?

Most people don't purchase home or business security systems until they have been burglarized. With a crisis, you can't



wait until one happens.

A simple check list and a monthly meeting with a crisis team can save a company in times of crisis.

Need a CHECKLIST?

For a crisis checklist to get started getting prepared, email: duke@dukemarketing.com We are happy to help!

Duke Marketing provides crisis planning and preparation, media relations and media training.

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Plant Today. Reap Tomorrow.

Success is a habit. It doesn't happen by chance, it happens by choice. Successful restaurant operators fully embrace the concept what you plant today you will reap tomorrow.

A good example, is the upcoming fourth quarter and the holidays. What activities can you do now to reap rewards by the fourth quarter?

Have you ever heard of Christmas in July? That is when most big retailers plan their holiday promotions. Macy's, Best Buy, Costco and plenty others have already determined their marketing campaigns, their promotions and advertising. If you haven't started your Q4 plans yet, see the checklist below.

By developing programs today, or planting your seeds within the local community now, your brand will be top of mind when a local guest needs a dinner to go, a catered event or family dinner for the holidays.

HOLIDAY PLANNING CHECKLIST:

- ➔ **Pre-Orders** -do you offer anything that could be sold ahead of time for the holidays with an incentive? Trays of tamales, or full holiday meals. Do you have gift baskets or holiday merchandise you can invite guests to mingle and pre-order?
- ➔ **Special Desserts**—small is beautiful, try a trio of shooter sized desserts for \$3. Create seasonal desserts such as cranberry, pumpkin, peppermint, and fruitcake.
- ➔ **Merchandise-Gift Baskets**-create holiday displays with signs and pricing. Decorate and provide gift ideas.
- ➔ **Gift Cards & Promotion**—everyone has gift cards, what can you do to catch attention? Try a unique display or a multi-card discount for area businesses who purchase them as an employee holiday perk.
- ➔ **Dinner to-go**—busy shoppers need food to-go and for groups during the holidays. Prepare a dinner to-go plan.
- ➔ **Large catering orders**—make it easy to order for large groups during the holidays. Have menus available with order forms.
- ➔ **Holiday Events & Banquets**—send a letter to the large employers in your 3-5 mile radius and remind them about your restaurant for holiday parties, banquet room and catering.
- ➔ **Product Catalog**—create a mini catalog and give out to customers and area businesses with your unique products, such as, spices or sauces, a selection of catering trays, dinners for groups and holiday desserts, to give ideas for holiday purchases.
- ➔ **Sampling** -makes it feel like the holidays!
- ➔ **Up-sell desserts and wines**-everyone likes to order for the holidays—they just need a suggestion from a server.
- ➔ **Employee contest**-create a dessert or wine contest with incentives for crew.
- ➔ **Holiday Pre-Fixe Special**
- ➔ **Signature Item Holiday Twist**
- ➔ **Host Fundraisers, Toy or Food Drives**
- ➔ **Holiday tasting event**-host the local VIP's, the media, your best guests and make it a mixer with small tastes to get these movers & shakers talking about your brand, ordering catering or gift cards and recommending others.
- ➔ **Wine & Beer Flights**
- ➔ **Special Uniforms for crew**-they will love them! It creates a new human billboard too!
- ➔ **Decorations** -get in the spirit!
- ➔ **Direct mailer-Ads**—holiday greeting cards with an offer are always a good idea!



From the DUKE

Life does go on.



They say the most stressful things a human can endure is death of a loved one, divorce, moving, changing jobs and now for some, the restaurant business. The last two years have been extremely difficult for many people including restaurant operators and customers alike. The Great Recession has taken its toll on consumer spending with major cut backs on out of home dining causing its own set of stress factors for restaurant operators with sales declines in the double digits. For most restaurant operators the mood is still somewhat grim and thousands across the country are enduring one of the most stressful times in their business and life. Although I am not a restaurant operator I have had my own sort of stress recently, the death of a very close friend to cancer.

I haven't written our blog much, nor have I published a newsletter since January, and it has felt like some of my sparkle is gone. The challenge now is to pick ourselves up and brush ourselves off and go on.

It is like how many of you, my readers, may feel now with the difficult operating environment today—the loss of your business and trying to pick yourself up and get motivated to try to drive sales in new ways. It is hard!

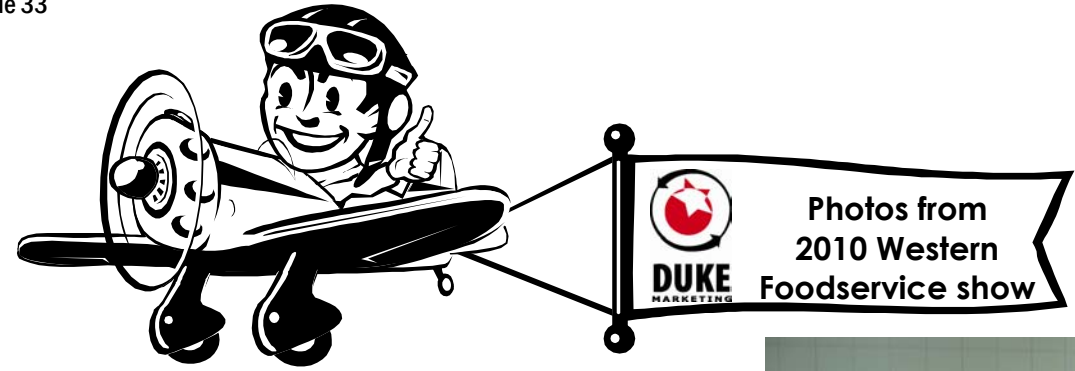
This story is for you, my friends and colleagues.

For any of you that have suffered a loss, the death of a loved one, or maybe the loss of your business— life is too short to not make the most of it. We need to spend more time celebrating our successes than worrying about our fears. People still have to eat and if you are a restaurant operator, you need to brush yourself off and make your brand sparkle again. Though your business may never be the same, its time to get involved again, take samples out and remind people how great your food is, or partner with some local groups and generate awareness in the community. The days of waiting for customers to walk through the door are over. Restaurant operators have to get involved—it's the new ROI—Return on Involvement.

Business is up and down and so is life. Life does go on. Here's to you my readers, I hope our humble newsletter brings a smile and some inspiration to each of you! LDUKE



*In Memory of our Friend
Jim Fuller 1953-2010*



CRAEF California Restaurant Association Education Foundation raised almost \$5,000 by selling The Habit Burger gift certificates for \$5 each. Linda Duke & Wendy Amour at the CRAEF Booth.



Linda Duke gave a educational seminar to kick-off the event entitled "Creating Awareness and Generating Sales," to the standing room only crowd.



Duke Marketing hosted a cocktail reception and guests included Scott Shaw, founder of FishBowl Marketing, Lucy Logan, CEO of FoodCalc, Mike Fryer, publisher of Food & Beverage Magazine of Las Vegas, Bill Taylor, founder of Willies Burgers, and more!



Sunday, August 15th, Linda Duke attended a meeting with US Senate Candidate Carly Fiorina presenting to the California Restaurant Association & Education Foundation Board Members.



Scott Shaw, founder of FishBowl Marketing with Lucy Logan, CEO of FoodCalc.com

Sign up for the **HOTTEST NEW** Restaurant Industry Resource



Sign up online @ www.marketing-cookbook.com

Restaurant Marketing is an online magazine offering marketing solutions for restaurant operators and marketers. This strategic indepth quarterly publication will premiere its second issue soon!

Next Issue:

- Behind the Scenes with Kahala Brands
- Special Touches for Chef's to Engage Guests
- The Secret Sauce...telling your brand story
- Crisis Management for Today for PR Pros
- Faces & Places and more!



Get Your Restaurant Operators **MOTIVATED!**

For Seminars, Sales Meetings, Conventions or Training



Marketing expert Linda Duke is an excellent choice for upcoming meetings as a presenter and trainer along with her book, *Recipes for Restaurateurs*

SEMINAR TOPICS INCLUDE:

- Local Store Marketing
- Driving Sales in a Tough Economy
- 30 Minute Power Sessions: Local Store Marketing for Restaurateurs, Public Relations for Restaurateurs, Building Profitable Growth Together — Turning Customer's into Partners, Creating Enticing Menus & Promotions, and many others can be customized for your brand and group. For more information:

Call 415-492-4534



Thanks for attending today. Inside are seeds to remind you; planting seeds in your community surrounding your restaurant's 3-5 mile radius today will give you a bountiful harvest tomorrow. Uncover opportunities **TO CREATE AWARENESS AND GENERATE SALES NOW** to reap results in the near future.