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## **BIG FAT GREEK BUSINESS WIN AT DUKE MARKETING WITH DAPHNE'S GREEK CAFE**

**San Rafael, Calif. – April 19, 2004** – Duke Marketing™, an Integrated Marketing Communications firm, announced today it has won new business from Daphne's Greek Cafe, the 35-unit national quick-casual eateries that specialize in Mediterranean favorites such as gyros and other pita sandwiches based in San Diego, CA. Daphne's has retained Duke Marketing to provide public and media relations along with promotions and local store marketing consulting for Northern California.

"We needed a marketing firm that had experience working with the Northern California press and a multi-unit organization on both a local and national level and Duke Marketing had that, so we knew they were the perfect fit for us," said Julie Lanthier Bandy, Director of Marketing at Daphne's Inc.

Daphne's is planning on opening several new locations in the Northern California area over the next several years. The chain has received several national awards for innovation and best new concept. It serves ka-bobs, salads, and vegetarian dishes as well as its Mediterranean favorites such as gyros and other pita sandwiches. CEO George Katakalis, who is a former professional soccer player, opened the first Daphne's location in 1991

"We are very excited about working with Daphne's Greek Cafes," stated Linda Duke, CEO and Principal of Duke Marketing. "It is such a new restaurant concept for Northern California, and we are positive they will get great response!"

Duke Marketing provides a full range of services with a specialization in multi-location businesses including: strategic consulting and market positioning, local store marketing, public relations, promotions, image development, writing, designing and producing advertisements, brochures, direct mail, Web sites, trade show materials and newsletters, as well as creating publicity, managing events, speaking engagements, and media relations.

Ms. Duke started her company in 1987 in Sacramento and San Francisco and has earned her reputation with some of the most profitable and successful multi-unit organizations in the world. Over the past fifteen years, Ms. Duke has gained valuable experience in national and international business, strategy, writing, new media, advertising and strategic marketing. Ms. Duke managed sales and marketing for HQ Business Centers with 186 operations all over the world. She has negotiated media in foreign markets, nationally and on a regional and local level. She has completed results-oriented business plans, corporate positioning plans, public relations and advertising strategies for McKesson Corporation, Noah's Bagels, Round Table Pizza Corporation, Starbucks Coffee Company and Papyrus Franchise Corporation to name a few. She is an adjunct professor at



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Golden Gate University San Francisco School of Business where she teaches Advertising Strategy, to MBA students and also co-teaches "Marketing Management" at Sonoma State University.

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### **About Duke Marketing™**

Duke Marketing is a privately held, California-based Integrated Marketing Communications company. Experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and multi-locations companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

For more information, contact Duke Marketing at 415-492-4534 or via e-mail at [info@dukemarketing.com](mailto:info@dukemarketing.com) the Company's web site is located at [www.dukemarketing.com](http://www.dukemarketing.com).

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