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Tavistock Taps Duke Marketing To Handle Public Relations Duties

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 By Staff Reporter

Emeryville, California based Tavistock Restaurants, an owner and operator of restaurant concepts ranging from fast casual to upscale dining, has selected communications firm Duke Marketing to provide public relations duties for the company and their multiple restaurant concepts.

Duke Marketing will provide communications for Tavistock Restaurants and manage the re-launch of the restaurant company's recently acquired Sapporo restaurant in Scottsdale, Arizona.

Other duties include overseeing public relations for the Freebirds brand including its forthcoming opening on the campus of the University of Southern California.

Tavistock Restaurants' portfolio includes Freebirds World Burrito, Sapporo, California Cafe, Napa Valley Grille, Blackhawk Grille, Alcatraz Brewing Company, Cafe del Rey and ZED451.

Jeff Carl, chief marketing officer of Tavistock Restaurants, said: "Linda Duke and her firm are highly respected in the restaurant industry. They have a great reputation for creative ideas and effective marketing communications, so we know we are in good hands."

Linda Duke, chief executive of Duke Marketing, said: "I am thrilled to be working with Tavistock Restaurants. We've done projects with them over the years, and have followed their successes. It's exciting to have the opportunity to tell the stories about their amazing brands."

California-based Duke Marketing offers integrated marketing communications for multi-location and franchise organizations.

The agency said that it combines a complete range of services, including: thought-leadership, local store marketing, public relations, promotions and cause marketing, franchise communications, market-by-market planning, creative development, social media, and media buying.

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