



Case Study

Key Objective: To energize and brand the existing fine dining restaurant and re-introduce it to the media and the public.

In 1977, Domaine Chandon introduced fine dining to the Napa Valley with the opening of The Restaurant at Domaine Chandon. The restaurant quickly became one of the area's most celebrated culinary destinations, leading Napa's ascendance as one of the country's great culinary meccas.

However, over the years with the rise of the other competitive restaurants, it was time for the restaurant to be refreshed and re-introduced to the public as the ultimate food and wine experience in the Napa Valley.

The Approach:

Domaine Chandon hired Andrew Freeman & Co. to develop a comprehensive strategic plan to re-position the restaurant as a showcase for excellence in dining, service and wine.

With the repositioning— the ultimate goal was to generate awareness and to drive business covers at lunch, dinner and in the lounge. Other goals were to introduce the restaurant to newer, younger markets, and to create a more everyday accessible experience at lunch and in the lounge area, in addition to enhancing the special occasion nature of the restaurant.

The Activities:

The plan developed and managed by Andrew Freeman & Co. included:

- The naming of the restaurant
- A design refresh of the dining room
- A comprehensive collateral package
- The creation of new staff uniforms
- A marketing plan for the promotion of the restaurant during and after the launch
- An extensive PR plan with the internal team - which included an exciting opening night party to let the world know that the newly named *étoile*, the once shining star of the Napa Valley dining scene was back and shining brighter than ever before

The Results:

Since the re-positioning of the restaurant, *étoile* has had enormous success due to covers generated by press coverage and grass roots marketing efforts recommended by Andrew Freeman & Co. Highlights include:

- Increased cover counts by more than 10% year to year
- The most successful October/November ever – financially
- Critical press acclaim including Wine Spectator Magazine and the cover of Napa Valley Life
- An invitation for Chef Chris Manning to participate in the prestigious James Beard House dinner in New York, the Meals on Wheels Gala in San Francisco, and the Napa Valley Food & Wine Auction
- A successful online marketing campaign
- Development of the popular Saturday Night “blend” lounge happening – resulting in the introduction of the restaurant and lounge to a younger demographic

Due to the results of Andrew Freeman & Co.’s successful repositioning of the restaurant, *étoile* has signed them on for a yearlong contract to consult on their marketing communications program.