

CASE STUDY

SF CHEFS. FOOD. WINE.

SF Chefs. Food. Wine. The premiere interactive urban food and wine weekend experience set in the epicenter of culinary innovation – celebrating local talent, regional ingredients and Northern Californian flair.



THE CLIENT

The **Golden Gate Restaurant Association** commissioned Andrew Freeman & Co. to strategize and plan a multi-day culinary and wine event for the restaurant organization.

THE CHALLENGE

To concept and plan a destination food and wine festival which would:

- Re-establish San Francisco as a culinary/dining capital
- Highlight culinary and wine stars from San Francisco
- Celebrate the Bay Area's food and cultural diversity, restaurants and culinary history
- Showcase San Francisco's unique urban locale on Union Square
- Acknowledge the Golden Gate Restaurant Association as the founding member of the festival

THE GOALS

- To raise local and national consumer/business awareness for the GGRA
- To introduce and re-introduce GGRA to Bay Area opinion makers and build their loyalty/awareness to the association
- To generate media and industry attention about the GGRA
- To build restaurant membership and support existing members
- To raise funds for the scholarship fund (and possibly another food related charity)
- To build goodwill for the GGRA in the community and Bay Area food/wine/restaurant industries
- Create buzz that "It's About Time SF Has its Own Culinary Festival Weekend."

THE EVENT

SF. Chefs. Food. Wine. A four-day interactive urban food and wine weekend experience, set in the epicenter of San Francisco— on historic Union Square. The event celebrated San Francisco's culinary innovation and showcased the City's local talent, regional ingredients, and Northern California flair. In addition to the tented tasting pavilion on Union Square, the festival included culinary-driven tastings, classes, dinners, and events at

surrounding venues. Featured over 200 participating restaurants and chefs, over 200 participating wineries, and 70+ classes and seven events.

THE TEAM

- Andrew Freeman – Strategic Leadership and Management
- Public Relations Supervisor – Media Relations and Securing Publicity
- Sponsorship/Partnership Manager – Negotiating partnerships
- Programming Director – Overseeing events and programs
- Marketing Manager – Marketing strategy and implementation
- Programming Manager – Development of classes and management of presenters
- Six Interns/volunteers – Support all of the above

- **Team Partners**—AF&Co. worked with team partners on aspects of the event to ensure brand and event consistency.
 - Creative Mint: Branding Design
 - Rebecca Chapa; wine and spirits programs and partnerships
 - Dominic Philips Event Marketing: event logistics

THE WORK

Strategic Planning

From the start, AF&Co.'s prime role was to serve as strategic partners in the overall event.

Project Management

AF&Co. managed the day to day event activity over 2 ½ years with a team of professionals with culinary, event, marketing and public relations expertise.

Branding

Oversaw the branding piece with Creative Mint to ensure event was positioned as envisioned, and that all elements from advertising, marketing, events, classes and tastings adhered to the brand message as stated below.

Charity partners

Managed charity partnerships including Feeding America, San Francisco Food Bank, Meals on Wheels and Project Open Hand.

Program development

AF&Co. conceived and managed over 60 programs, 15 cooking demonstrations in the Grand Tasting Tent and large scale events which highlighted the dynamic and nationally recognized talents here in the Bay Area. Featured personalities included award winning chefs, noted wine experts and television chefs: Hubert Keller, Jamie Lauren, Roland Passot, Martin Yan, Tyler Florence, Emily Luchetti, Joanne Weir, Gary Danko, Traci Des Jardins, Craig Stoll, Leslie Sbrocco, Rajat Parr, Sara Moulton, Larry Stone, Chris Cosentino, Elizabeth Falkner, Michael Mina, Daniel Patterson and Cindy Pawlcyn.

Sponsorship

AF&Co. led the sponsorship outreach (in a very challenging economy) on behalf of the festival and created customized partnerships which integrated into the overall theme of the event—and contributed to the bottom line. Sponsors secured include:

Anolon

Domaine Chandon

FIJI Water

Illy

Macy's

Sky Spirits

The Westin St. Francis Hotel
Visa Signature

Virgin America

Marketing Strategy

AF&Co. conceived and implemented the traditional and the Web 2.0 marketing strategy and integrated partners into the plan.

Marketing and Advertising Partnerships

Secured national and regional marketing partners for optimum exposure of the event. Secured the following partners and leveraged their outreach to expand the marketing efforts. Partners included: San Francisco Convention and Visitors Bureau, Open Table, Pebble Beach Food and Wine, Luxury Marketing Council, Union Square Association, Yelp, hotel concierges, 85 restaurants, speakers, sponsors, charities (Feeding America, San Francisco Food Bank, Meals on Wheels and Project Open Hand).

SF Chefs Media Relations and Publicity

Concepted and executed the media relations and outreach for SF Chefs ensuring national and regional media coverage of the event for year one, and for subsequent years.

Media Partners

Secured top level national and regional media partners to leverage prime exposure of event and to drive awareness and ticket sales. *Gourmet* magazine, *epicurious.com*, *San Francisco* magazine/Modern Luxury, *San Francisco Chronicle*, KGO AM 960, ABC 11 and View from Bay, *Eater*, *Tablehopper*, *Wine & Spirits*, *Sante*, *Nirvino*, *Local Getaways*, *FoodBuzzz* and *Drink Me*.

Publicity with Partners

Coordinated all the different public relations agents of the sponsors, presenters and partners to provide a consistent message from start to finish.

THE SUCCESS

ATTENDEES: 5,000 food, wine, cocktail lovers, media and industry insiders attended the four-day event.

MEDIA

Total Impressions through publicity: **233 million**

Media Attended: 102 journalists (national; regional and local)

Media Placements: 179 stories placed in print, online, radio and television

Featured in: *Gourmet*; *epicurious*; *SF Chronicle*; *SF Business Times*; *Zagat*; *SF Magazine*; *View from Bay* (ABC TV); *Eater*; *Sante*; *About.com*; *SF Examiner*; *Dining Around with Gene Burns* (KGO radio); *Marin Independent Journal*; *Daily Candy*; *SF Weekly*; *SF Bay Guardian*; *Urban Daddy*; *Grubb Street*; *Sunset*; *Where and more.*

MARKETING & ADVERTISING

Impressions made through advertising and marketing efforts: **48 million**

THE PROGRAMMING & EVENTS

Sold-Out classes: *View from the Top*, *Sushi Roll*, *Sparkling Personalities*, *As Seen on T.V.*, *Delectable Dumplings*, *Slam Dunk Cheese and Wine Pairings*, *Haute Vs. Bistro*, *Pizza Toss*, *Sunday Bloody Sunday*, *Sara Moulton and Sustainable Seafood*, *Catch a Sonoma Cab* and *Heirloom Tomatoes*.

Sold-Out events: Out in the Fog, Chocolate Decadence, American Culinary Pioneers Awards, Gourmet magazine hosted Sommelier Awards lunch.

INDUSTRY RECOGNITION

The Golden Gate Restaurant Association and its founding of SF Chefs has established the organization as innovative and committed to growing San Francisco as a dining destination.

Chef Thomas Keller of French Laundry

“It was great to see food and wine lovers from all over gathered under one roof. Each chef gave his and her best and the resulting dishes mirrored these efforts. I look forward to SF Chefs becoming a yearly event!”

Chef Roland Passot of La Folie

“Thank you for all your hard work in putting this event together. It was a fantastic event and I have heard nothing but great feedback from everyone who attended.”

Chef Charles Phan of Slanted Door

“This has been very exciting—and we deserve this. I’ve always felt that we are the food capital of the world—and we haven’t had a way to celebrate this until now.”