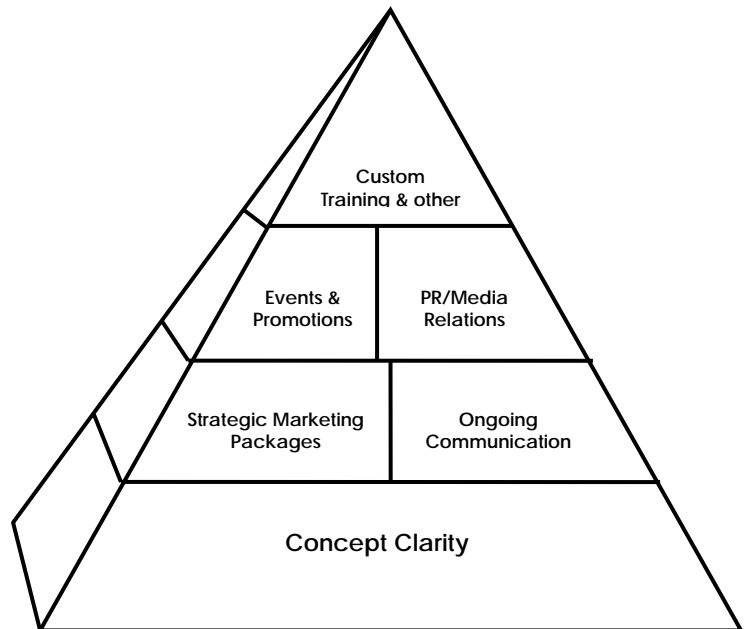

PRESCRIPTION FOR HEALTHY RESTAURANTS AND HOTELS

Essential nutrients to build your business and survive and thrive
in today's marketplace.

1. Build strong bones with a clear concept
2. Follow a healthy diet of a strategic marketing plan
3. Exercise daily with ongoing communications programs
4. Build muscle with a targeted PR and media campaign
5. Supplement your program with events and promotions
6. Round out your diet with our list of services
7. Take advantage of a personal trainer like Andrew Freeman & Co.



AF&Co. Pyramid Guide For Healthy Businesses

GET FRESH WITH US!

Andrew Freeman & Co. offers a fresh approach to building business and an exciting array of brand new services to help your business **survive** and **thrive!**

We are a boutique marketing and public relations agency that specializes in the hospitality industry. We're passionate about what we do and go above and beyond for our clients. Offering a one stop shop range of services (from marketing to concept launches to strategic consulting), we help clients put butts in seats and heads in beds.

Recognizing that one size does not fit all, we have introduced a new line of à la carte services tailored to meet your needs. Whether you want to indulge in our comprehensive strategic marketing programs, or select from the leaner options from our hourly consulting menu, we will work with you to develop a customized program.

Contact us at: 415. 781. 5700 | info@andrewfreemanandco.com | andrewfreemanandco.com

AF&Co. À LA CARTE MENU OF SERVICES

BUILD STRONG BONES | Concept Clarity and Development

- Development of innovative brands and concepts
- Concept evaluation and refinement
- Brainstorms and clarity exercises
- Competitive set analysis and site evaluations
- Naming programs

GETTING STARTED RIGHT | Hotel and Restaurant Launches

- Development of launch strategies
- Logo and identity development
- Creation of restaurant style package (custom music, uniforms programs, service standard, collateral, website)
- Vibe management (all touchpoints - touch, taste, smell and sound)
- Menu consulting, engineering and design
- Event planning and project management

STAYING HEALTHY | Strategic Marketing

- Development and execution of strategic marketing plans
- Niche and cause related marketing
- Development of powerful strategic partnerships
- Development of creative and unique promotions and programs to generate buzz
- Marketing execution (to build the buzz)

RECOMMENDED DAILY ALLOWANCE | Email Marketing and Online Messaging Campaigns

- List management and maximization
- Email marketing campaigns
- Content development and creative copy writing
- Develop social media presence

BUILD MUSCLES | Public Relations Services and Media Relations

- Press and media relations (proactive and reactive response)
- Press kit development
- Development of media stories/angles and pitching
- Media training

PERSONAL TRAINING | Custom Training Programs and Sessions

- Sales and service training
- Motivational speaking
- Personality, brand and image training

VITAMIN SUPPLEMENTS | Other Services

- Troubleshooting and evaluation of underperforming businesses
- Secret shopper dining evaluations
- Recruitment for executive and hotel/restaurant positions
- Development of core beverage programs and partnerships
- Graphic design
- Event planning
- Hourly consulting

YOUR PERSONAL TRAINERS | Andrew Freeman & Co.

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STRATEGIC PLANNING PACKAGE FOR HOTELS AND RESTAURANTS

We realize hotels and restaurants are often challenged by the demands of marketing their businesses and building their profiles. AF&Co. will help by providing expertise and advice on how to penetrate the competitive market and creating a strategic plan giving you the tools and guidance needed to generate buzz, put butts in seats and meet your revenue goals.

SCOPE OF WORK

We start from the ground up generating grassroots interest and building the buzz to generate heads in beds and butts in seats. We will develop a strategic planning package (and calendar) with actions that are targeted and achievable. The program includes:

- Client meeting to discuss objectives, goals, and analyze the current situation
- Two site visits; one during a busy time and another on a slower evening
- Conduct a strategic brainstorming session with your team and ours to clarify the concept
- Evaluate existing marketing programs and suggest how to improve upon them
- Provide referrals for graphic designers, public relations, website, and other support as needed
- Give you the tools and instructions you need to drive business

DELIVERABLES

- Draft a concept clarity document to ensure message accuracy at all touch points
- Present an overview report of our findings and recommendations
- Create a comprehensive action plan with clear steps of implementation and proposed timeline
- Present ongoing marketing and public relations opportunities as they arise
- Reports and updates

THE FINE PRINT

This is an 18 hour program that occurs over the course of six months with 15 hours of work occurring in the initial phase: including analysis, assessment, brainstorming, recommendations and the development of an action plan. There are three hours of follow up meetings.

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CHEF'S SPECIALS

Because it is just as important to market yourselves as the centerpiece of your restaurant.

Chefs and their restaurants are often challenged by the demands of marketing their businesses and building their culinary profiles. AF&Co. can help by providing a strategic plan and giving clients the tools, and guidance to meet their specific needs. Selections from AF&Co.'s menu of services can be packaged to enable clients to reach their professional goals.

FIRST COURSE

Marketing and PR strategic planning and consulting
Branding/Image consulting
Media training (look and sound good on-air and in print)

MAIN DISH

Publicity, promotions and media coverage
Act as a culinary expert in the media
Press material development
National and regional campaigns
Participate in beneficial partnerships to increase exposure
Guest appearances
Classes and demos
Have your own cookbook or cooking show
Matchmaking opportunities – affiliation with products, shows, books, or events
Website or blog promotions and podcasting
Cookbook tours

SIDE DISHES (ADDITIONAL SERVICES)

Culinary tours
Copywriting/editing articles
Award recognitions and contest submissions
Recipe development
Press clipping management
Website design and content development

DESSERT

Win culinary and restaurateur awards and recognition
Press kit development

These services can be retained on a monthly or by project basis.

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