

Case Study:

ZENGO

a Richard Sandoval Restaurant

Introduction of a new restaurant concept
from the “Father of Modern Mexican” to NYC



Gail Schoenberg

Public Relations

MISSION:

- To communicate internationally acclaimed Chef Richard Sandoval's new Latin-Asian ZENGO concept to the New York community and beyond, building on the success of his other New York restaurants, Maya and Pampano, as well as his national locations.
- Chef Richard Sandoval Restaurants sought out Gail PR, the group's agency of record, to create a public relations campaign to generate buzz about the first new Richard Sandoval restaurant in New York in 10 years, opening April 2010.
- Launch ZENGO and further promote Chef Richard Sandoval as a Latin culinary expert and resource with the local, national media. Spotlight ZENGO's Chef, cuisine, beverage program and unique architecture with all relevant media outlets including consumer, food trade, and design press.

METHOD:

- To introduce the new restaurant, Gail PR strategically placed a series of high-profile stories in a variety of business, lifestyle, travel and food media outlets, naming Chef Richard Sandoval and Partner Placido Domingo as owners. Simultaneous to the announcement of the group, Gail PR launched *La Biblioteca de Tequila*, a tequila library within ZENGO, through targeted media relations, events, brand management and marketing. Additionally, existing NY restaurants Maya, Pampano and Pampano Taqueria were pitched to continue to generate buzz, and keep them top-of-mind.
- We partnered with Zagatpresents, The Supper Club, Culinary Insiders and City Meals on Wheels to create buzzy opening events for tastemakers, socialites and influencers.
- Additionally, the ZENGO/La Biblioteca brand and Chef Sandoval garnered high visibility through placement in a number of high-profile industry events, like the New York City Wine & Food Festival, City Meals on Wheels, The James Beard Foundation, and LuckyRice.

ACHIEVEMENT:

- At the conclusion of the 2010 calendar year with over 140 media placements with combined circulations of 179 million all positioning Chef Sandoval as the face of Richard Sandoval Restaurants.
- Placement highlights include but are not limited to *The Cooking Channel on The Food Network, ELLE Magazine, Hospitality Design, The New York Times, Food Arts, Forbes, and USA Today.*
- We continue to represent ZENGO NY, as well as the DC, Denver and LA locations, pitching and promoting a regular schedule of culinary events/festivals, maintaining awareness of these RSR properties in the minds of diners.