

Case Study:

THE
eddy

Showcasing a distinct East Village dining
and cocktail destination



MISSION:

- We were retained a few months after The Eddy's opening in April 2014, to communicate about their strong food and beverage concept to the New York community and beyond.
- Focus on Chef Brendan McHale's coastal cuisine and on the robust cocktail program created by Kelvin Uffre, to generate stronger brand awareness of this East Village restaurant and position it as a neighborhood gem and also a rewarding destination.
- Expand upon initial opening coverage with outreach to all relevant media outlets including consumer, food trade, business and design press.
- Highlight the The Eddy's qualities that would interest and attract restaurant reviewers.
- Support and boost business for prix-fixe menu as well as a la carte. Help build awareness for prospective neighborhood regulars. Build late-night bar business.

METHOD:

- To generate post-opening stories, Gail PR strategically placed a series of high-profile stories in a variety of business, lifestyle, travel and food media outlets, promoting Chef Brendan, mixologist Kelvin Uffre and owner/wine director Jason Soloway.
- We pitched The Eddy's seafood-focused menu, unexpected ingredients, trending menu items, Chef's unique preparations and signature items, to obtain press on individual items such as beef tendon puffs and ricotta gnocchi.
- We regularly invited top tier cocktail/spirits media for tastings of The Eddy's highly innovative cocktail menus. Pitched creative presentations and use of unique spirits, for features in outlets such as The Wall Street Journal.
- Mailings and digital outreach to reviewers resulted in positive reviews in influential outlets including Bloomberg, The Infatuation, The New Yorker and The New York Times.
- Assisted with social media management, to build followers and network online.

ACHIEVEMENT:

- By August 2015 Gail PR garnered 36 media placements, with total circulations of 195,627,419 online (unique monthly views) and 5,849,469 print, showcasing The Eddy's stunning cuisine and cocktail program.
- Placement highlights include, but are not limited to, The Wall Street Journal (print and video), The New Yorker, Bloomberg.com, NY Times, T Magazine, Refinery 29, Eater Drinks, Eat Drink Lucky, NewYork.com, Gothamist, marketplace.org, AM New York, Grub Street, The Infatuation and more.
- Our efforts led to increased awareness of The Eddy among potential diners and increased familiarity with The Eddy amongst food and drink media—leading in part to high-profile reviews which resulted in notable increases in business, at the bar and in the restaurant.