

Case Study:

Wallflower

Generate continued awareness of a West Village restaurant with serious cocktail concept



MISSION:

- We were retained about a year after Wallflower's October 2013 opening, to communicate about Wallflower's food and beverage concept to the New York community and beyond. Originally opened as an upscale cocktail bar with snacks, the menu was upgraded to French country-inspired fare, served a la carte and with a tasting menu.
- Focus on the robust beverage program created by partner Xavier Herit (former *Daniel* mixologist), and equally on young Chef Michael Gutowski's (and subsequently Chef Sahara Uy's) execution of the cuisine, to generate press and elevate the awareness of this West Village restaurant.
- Expand upon initial opening coverage, including a NY Times review, to include all relevant media outlets, including consumer, food trade, spirits and travel press.
- Support and boost business for prix-fixe menu as well as a la carte. 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 cocktail/spirits, lifestyle, travel and food media outlets, promoting Xavier Herit and Chef Gutowski, as well as owner/wine director Jason Soloway.
- We invited top tier consumer/trade cocktail media for regular tastings of seasonal cocktail menus, hosted by Herit, garnering stories in *Saveur*, *Crain's*, *Food & Wine*.
- Each cocktail tasting was leveraged as a menu tasting to expose writers to the food. Press in *Wall St Journal*, *Grub Street* and more.
- Partner Xavier Herit's reputation as a mixologist allowed for pitching to top tier contacts for an expert's perspective on trends, resulting in stories in *NY Times*, *Details*.
- Herit's availability for bartending service at high-profile industry events allowed for further top tier media contacts and exposure.
- Leveraged Wallflower's diminutive size for date-night, "jewel-box"/neighborhood gem, even cooking-in-a-small-kitchen stories in *Grub Street*, *Refinery 29*, and more.

ACHIEVEMENT:

- By July 2015 there were 46 media placements, with circulations totaling 137,524,198 online (unique monthly views) and 7,183,200 print circulation, showcasing Wallflower's stunning cocktail program and French cuisine.
- Placement highlights include but are not limited to *The Wall Street Journal*, *USA Today*, *AMNY*, *Refinery 29*, *Bon Appetit*, *The New York Times*, *Business Insider*, *Food Republic*, *Food & Wine*, *Saveur*, *Liquor.com*, *Details Magazine*, *Town & Country*, *Crains 5Boros*, *Conde Nast Traveler*, *Hemispheres*, *Grub Street* and more.
- Our efforts led to increased business at the bar and in the restaurant, awareness of Wallflower among food and spirits media, as well as neighborhood guests and destination diners.