

# Gail Schoenberg PR Case Study:



Introduction of an Authentic, Local Farm-to-Table Restaurant Concept in Princeton, NJ



#### MISSION:

- Partners Jim Nawn and Chef Josh Thomsen sought out **Gail Schoenberg PR (GSPR)**, the group's agency of record, to create a public relations campaign to launch their first farm-to-table, full service restaurant partnership, **Agricola Community Eatery (Agricola)**, in Princeton, New Jersey.
- To communicate the launch of **Agricola**, a brand new farm-to-table concept making its debut in the former iconic Lahiere's restaurant space. To emphasize the restaurant's fresh produce and eggs being supplied directly from the owner's Great Road Farm, just a few miles away. Special focus was placed on the detail-oriented, beautifully transformed space designed by SEED Designs featuring a street-view showcase kitchen, communal seating and private dining in farmhouse chic décor at this 160 seat restaurant and full bar.
- Showcase Chef Josh Thomsen, an accomplished Chef (French Laundry, NobHill, TAO, StarChefs Rising Star) and his fresh, seasonal and flavorful cuisine.
- Establish **Agricola** as the Princeton area's new everyday dining destination serving the very best, local, farm-fresh food in a comfortable, inviting environment. An approachable, affordable restaurant created to appeal to all ages and to serve as an ideal place to congregate with family and friends.

#### METHOD:

- Leading up to the March 2013 launch, GSPR strategically executed VIP press previews and placed a series of high-profile launch stories in a variety of business, lifestyle, travel and food media outlets.
- Throughout the launch period, GSPR executed targeted outreach, utilizing photo shoots and interviews to paint the picture through the media of the unique environment and experience **Agricola** would provide to guests.
- Prior to opening, to build anticipation, a "Barn Dinner" was held at Great Road Farm and served as a sneak preview for key area influencers and media. In addition, a Chef demonstration was organized at a local Williams-Sonoma to expose area residents to the Chef during the high-traffic holiday period. Chef also participated in several high-profile area food and fundraising events, helping to introduce the **Agricola** brand and food to the community.
- Friends and Family events were held prior to opening.
- A few months after opening, an **Agricola** dinner was organized at the prestigious James Beard House, where Chef Thomsen had the opportunity to showcase his talents to an elite audience of tastemakers, foodies and celebrities.
- Contributed to social media communications, including Facebook and Twitter, growing Facebook base from 0 to 1,795 in the months since **Agricola** opened.

#### ACHIEVEMENT:

- As of August 2013, one calendar year from commencing pre-launch efforts, Gail PR garnered 75 media placements with combined print and online circulations of 48,275,244, all positioning **Agricola** as the new, unique area destination.
- Various feature stories were secured in national and local outlets and placement highlights include but are not limited to: *Tasting Table*, *Wine Enthusiast*, *New Jersey Monthly*, *Edible Jersey*, *The Trenton Times*, *The Record*, *Grub Street Philly*, *Thrillist Philly*, and *NJ.com*, with multiple placements in some outlets as well as numerous blog stories.
- Initial media outreach led key reviewers to take notice, and uniformly positive reviews appeared in *The New York Times*, *New Jersey Monthly*, *Star-Ledger*, *Philadelphia Inquirer*.
- **Agricola** was honored in *New Jersey Monthly* as a Top 25 restaurant in NJ, with a feature article and cover photo in the annual restaurant issue.