

# Gail Schoenberg PR Case Study



Promotion of a Rustic American, Nose-to-Tail Restaurant in Long Island City, NY



Gail Schoenberg Public Relations

## MISSION:

- In June 2012, Owner Jeff Blath sought out Gail Schoenberg PR (GSPR), the group's agency of record, to create a public relations campaign to expand awareness beyond the local neighborhood crowd and generate buzz about Alobar, located in Long Island City, seven months after their original opening.
- Establish the existence of Alobar, to those who may not have heard about it, as an approachable neighborhood restaurant taking "pub grub" to new heights.
- Showcase Chef Ian Kapitan's cutting-edge, nose-to-tail cooking techniques and the fine ingredients sourced from various local purveyors.
- Highlight Beverage Manager Chess Lankford's curated variety of craft beers, American whiskeys and handcrafted cocktails.
- To communicate how Alobar's old-school approach to cutting-edge fare continues to elevate the burgeoning LIC dining scene.

## METHOD:

- In June 2012, GSPR executed a PR campaign to introduce Alobar through various channels and strategically placed a series of high-profile stories in a variety of lifestyle, travel and food media outlets.
- GSPR utilized interviews and photo shoots to paint the picture through the media of the experience Alobar provides to guests.
- Pitched seasonal menu items and holiday specials to targeted outlets.
- Gail PR facilitated Alobar's participation in notable food/whiskey events including the Food Network NYC Wine & Food Festival.

## ACHIEVEMENT:

- As of December 2012, GSPR has garnered print, broadcast and online media placements with combined circulations of over **113 Million**, all positioning Alobar as a cutting-edge rustic American eatery in Long Island City.
- Placement highlights include, but are not limited to The New York Times, New York Magazine, CBS Money Watch, Zagat, Grub Street, Eater, Serious Eats, Edible Queens, Tasting Table, and NY Daily News with multiple placements in some outlets as well as numerous local media and blogs.
- Alobar was recently honored with a Michelin Bib Gourmand spot in the 2013 edition of this prestigious guide.
- Gail Schoenberg PR continues to represent Alobar, promoting awareness and keeping the restaurant top-of-mind to their valued guests.