

A black rotary telephone is shown on the right side of the page, partially cut off. The telephone has a coiled cord and a handset. The background is a solid, vibrant red color. The text "Gail Schoenberg Public Relations" is centered on the left side of the page, with a thin white horizontal line underneath it.

Gail Schoenberg Public Relations

Press Kit

Gail Schoenberg Public Relations

CONTACT: Gail Schoenberg

CONTACT TITLE: CEO/
Founder

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Company Description: Public Relations and Communications Consulting Agency focused on hospitality, restaurants, beverages and culinary products.

Founded: 2005

Industries: Hospitality; Restaurants; Hotels; Spas; Beer, Wine & Spirits; Retail

Company Specialties:

- Restaurant Launches and Makeovers
 - Product Launches
 - Restaurant Marketing and Branding
 - Co-Promotion with Lifestyle Brands
 - Vast knowledge of cuisine
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All Services:

- Restaurant and Product Launches
- Restaurant Management Consulting
- Menu development
- Chef placement and consultation
- Staffing
- Media Relations: local, national, international
- Internet Communications: email marketing, e-newsletters
- Social Media
- Special Events/Launches
- Sponsored co-promotions
- Brand Development
- Promotional Design
- Web Design and Development
- Location & Food Photography
- Music Consulting
- Crisis Communications
- Community Relations
- Social Responsibility/Sustainability

Restaurant Consulting, Public Relations and Marketing

GSPR specializes in the launch of new restaurants, and in the makeover or re-launch of established ones. Our roots in the restaurant industry have been growing for 14 years, as evidenced by our client history. Our clients benefit immeasurably from our knowledge of the industry, its players and trends; our exhaustive network of media contacts; and our mastery of the public relations process.

Our experience and expertise enable us to provide authoritative and trustworthy counsel on all aspects of a restaurant launch or makeover, from location, chef selection and refining restaurant concepts, to advising on menus, and design elements such as interior décor and even plating.

GSPR creatively consults and coordinates with our clients' internal marketing staff in order to maximize the impact of ongoing marketing efforts.

Media Relations

GSPR has spent years building trusting relationships with a far-reaching network of local, national, and international trade and consumer press. We repeatedly prove our ability to secure timely and meaningful editorial coverage on behalf of our clients. Among the many clamoring voices vying for writers' attention, we are respected as serious, honest and reliable. As far as the quality and quantity of attention provided, our proud record speaks for itself.

Internet Communications and Social Networking

GSPR writes and creates graphics for effective, attention-getting email blasts on a regular basis, to announce press worthy menu changes or special events. We also advise our clients on their internet presence and online customer relationships: we offer web and graphic design services, and can also recommend the best way to utilize social networking sites.

Location & Food Photography

We have solid relationships with some of the most skilled culinary photographers. Our experience with countless shoots enables us to ensure that a client's location and menu is depicted in the most tantalizing way.

Music Consulting

Music is often an overlooked element in the creation of a restaurant's ambience. Correctly chosen music can enhance a diner's experience. GSPR has the knowledge to consult on your soundtrack, advising on just the right musical style for every day part.

Events

We provide support for every facet of a client's event, from concept development and on-site execution to relevant press coverage and post-event evaluation

Media Coaching

A few butterflies are normal when you are about to appear on radio, television, or even a video blog for the first time. Other times, it can be nerve-wracking to field questions from a journalist who unexpectedly walks into your restaurant or retail establishment. Our comprehensive media training service prepares clients to handle any media interaction, with comprehensive advice from what to say to what to wear.

Crisis Communications

Unexpected bumps abound on the path to success. We will be right there with you (and sometimes, a few steps ahead) for each challenge, working diligently to strengthen, protect, and defend your company's reputation.

Agent Services

Often, our clients are so satisfied with our performance that they sign on for personal agent services. We specialize in representing chefs, cookbook authors, and entrepreneurs in the culinary world. The possibilities for reputation enhancement are endless, and goals are customized for each individual. Previous clients have enjoyed engagements as everything from a regular spokesperson, to a reality show judge, and more.

Contracts

Our service contracts range from six months to a year, and are renewable without limit.

Gail Schoenberg has dedicated more than fifteen years of her public relations career to the successful representation of highly acclaimed chefs, top restaurants, luxury travel destinations, and gourmet products.

Her comprehensive, intuitive understanding of clients' methods and goals; her creative approach to maximizing client exposure; and her longstanding relationships with local and national consumer and trade media, combined with her inventive and effective marketing strategies, have established Gail Schoenberg PR as a major force in the marketing, PR consulting, and media relations industries.

Gail Schoenberg's client philosophy is simply to collaborate as a marketing partner, with continual communication and interaction from project inception to execution. The ultimate objective is to help build a business by delivering a clear and compelling message to the target audience. The public relations/marketing strategy is always built on thorough consideration and analysis of all aspects of a project, including chef, location, and menu, and available media, taste trends and demographics.

Prior to founding Gail Schoenberg PR, Gail spent six years as a senior account executive at another leading public relations firm specializing in the hospitality/restaurant industry. Hailing from Ohio, Gail holds a BFA in Jewelry Design with a minor in Business from Kent State University.

Even a passing glance at her client history confirms the success of the Gail Schoenberg PR approach:

Chefs: Douglas Rodriguez, Julian Medina, Alex Ureña, Richard Sandoval, Alex Garcia, David Bouley, Francois Payard, Roy Yamaguchi, Katy Sparks, Anita Lo, Chris Cheung, Tom Valenti, Galen Zamarra, Michael White, Zak Pelaccio, Ricardo Cardona, Anita Lo, Don Pintabona, Russell James, Pichet Ong, and Jehangir Mehta.

Restaurants: Annisa, P*Ong, Bar Q, Pamplona, Graffit, Gazala Place, Ofrenda, Toloache, Yerba Buena/Yerba Buena Perry, Counter, Bar Henry, Hudson River Café, Alfredo of Rome, 5Napkin Burger, Nizza, RedFarm, Kutchers, and Trattoria Cinque.

Restaurant Groups: Richard Sandoval Restaurants, B.R. Guest Restaurants, Smith & Wollensky Restaurant Group, Alicart Restaurant Group, Braid Restaurant Group, China Grill management, Mamajuana Café Restaurant Group and Main Street Partners Restaurant Group.

Hotel Groups: Triumph Hospitality Hotel Group, Swissotel New York - The Drake, and travel & tourism clients such as The Rio de Janeiro Convention & Visitors Bureau, The Maui Visitors Bureau, Yotel and Spanish Journeys Culinary Tours.

Products: Gourmet products and retailers: The Soft Serve Fruit Co., Batch, Vino Volo, Bottlerocket Wine & Spirit, Paramount Caviar, Acme Smoked Fish & Seafood, Hudson Valley Foie Gras, Ciao Bella Gelato, Gourmet Garage, BluePrint Cleanse, Laughing Giraffe snaks, Oren's Daily Roast and Balducci's.

Gail Schoenberg Public Relations

Rich Eldert Senior Account Director

Like all good drummers, Rich is comfortable in a support position for clients, but isn't afraid to make some noise on their behalf.

Rich Eldert has been a member of Gail PR's support staff since its beginning, and has been a full-time team member for more than two years. Prior to joining Gail PR, he enjoyed a 20+ year career in direct marketing before joining the staff of Gail PR, working at Saatchi & Saatchi, Doubleday Book Clubs, Lake Group Media and Plattform Advertising, specializing in media research and planning for a vast variety of consumer and business-to-business clients. His media knowledge makes him especially adept at identifying the most comprehensive and targeted media segments appropriate for Gail PR clients.

His professional background also enhances Rich's work as the manager of social media activity for many Gail PR clients. Building and continually engaging an audience through social media is simply the art of building a relationship. It requires thorough knowledge of the client and the client's audience, maintaining a voice captures fans' interests and imparting information that inspires them to share with friends.

Rich also holds a BA in English from Rowan University. As our primary staff writer, he combines his knowledge of focusing audiences across all media with intuitive communication skills, insuring that all messaging created for Gail PR clients is straightforward, exciting and delivered efficiently.

Rich's musical background and passion for nearly all musical genres has led him to create an exclusive MangiaMix music consulting service. A playlist is often the last detail a restaurateur has time to consider, but it is an essential element to a restaurant's atmosphere. He has played drums since the age of 10 and has a natural feel for the music that sets a mood; his playlists for numerous clients—restaurants and The James Beard Foundation among them—have helped to enhance customers' experience and energize staff.

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Diane Biancamano Senior Account Director

Diane Biancamano is a public relations and communications professional with more than 15 years of experience in communication, media relations and marketing of luxury lifestyle brands. As a member of the Gail PR team she is applying her extensive experience to the clients of Gail PR.

Prior to Gail PR, Diane held executive level positions at leading cosmetic and apparel companies including PVH (formerly Phillips-Van Heusen) a Fortune 500 company, Clarins, Rene Furterer, Unilever Cosmetics and IFF (International Flavors and Fragrances). In those roles she successfully promoted brands to the targeted consumer audience through the media in support of sales and marketing efforts. Diane's longstanding passion for the culinary field led her to shift her focus from beauty and fashion into the culinary world, resulting in her joining the Gail PR team. Diane holds a Bachelor of Science degree in Psychology from Montclair State University in New Jersey. She has also taken various culinary courses at The French Culinary Institute (FCI), Institute of Culinary Education (ICE) and The New School. A native of Cedar Grove, NJ, she currently resides in Bloomfield, NJ. In her spare time, she enjoys cooking, entertaining and growing fresh vegetables and herbs in her garden that ultimately make their way onto the table.

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Will McDermott Design Director

Will McDermott is a member of Gail PR's support staff. He brings a 10+ in design working at companies Colgate-Palmolive, Victoria's Secret, Bath&Body Works, TLC, Humana, People magazine, Field & Stream magazine, Mens Fitness magazine, Entertainment Weekly magazine, Reader's Digest, American Folk Art Museum, Blueprint Cleanse, and over 25 start ups in the past four years alone. As a brand strategist he has a passion for visual story telling. Using conceptual thinking, photography, typography, and appropriate technology to convey a clear and clever message is always the goal. His deep brand knowledge and education in marketing and psychology makes him adept at crafting strong platforms for new brands.

Gail Schoenberg Public Relations

Greer Goldstein Team Member

Greer thrives on the pace of a digital landscape that is evolving on a daily basis.

Greer Goldstein is a social media manager and strategist who is passionate about working with brands to create innovative digital and social marketing strategies that capture attention and deliver results. She has experience working with clients in a variety of industries, including food and beverage, entertainment, music, media and fashion. Never one to turn away from a challenge, Greer thrives on the pace of a digital landscape that is evolving on a daily basis.

Greer also has extensive experience as a versatile copywriter who specializes in content marketing. She prides herself on her ability to adapt her voice to match a client's brand message in order to engage their audience.

Prior to joining Gail PR, Greer spent more than 10 years at a New York City staffing firm where she was responsible for launching an off-premise event staffing division, and marketing its services to Manhattan-based caterers including Abigail Kirsch, Great Performances and Washington Street Caterers. She graduated with a BA in History from Tulane University in the great city of New Orleans, LA. When she takes a break from being the social voice of Gail PR clients, Greer is manager and strategist of her party of five in Woodcliff Lake, NJ.

Gail Schoenberg Public Relations

Lauren Fredericks Team Member

*I design and code
beautifully simple
things and love
bringing ideas to life.*

Lauren Fredericks is a creative designer and developer with over 15 years experience working with both local and global companies. Having been drawn to the overlap between design and development, her skills are broad from print design to UX and UI design, front end to back end development. She enjoys each aspect, values simple content structure, clean design patterns and thoughtful interactions. Her approach to website design is to create websites that strengthen company brands while ensuring the ease of use and simplicity for the end user through carefully crafted code and user-centric design.