

ITALY-AMERICA CHAMBER OF COMMERCE

**RESTAURANT MARKETING
PROGRAM
2019**



ABOUT THE ITALY-AMERICA CHAMBER OF COMMERCE

WHO WE ARE

Founded in New York in 1887, the Italy-America Chamber of Commerce (www.italchamber.org) is a private, not-for-profit, membership organization that brings together businesses – ranging from individual entrepreneurs to large corporations – and advances the interests of its members through contacts and interaction with Italian government agencies, trade associations and leading international organizations.

In recent years, the IACC has become a leading player in the marketing and promotion of Italian food, beverage, and hospitality brands and regularly partners with consortia, trade associations, and individual producers and companies to raise visibility and brand awareness for restaurants, specialty food products, wines, and spirits in the New York tri-state area.

RESTAURANT MARKETING PROGRAM OBJECTIVES

- Utilize IACC's high-end culinary and lifestyle events to raise visibility and brand awareness for restaurants
- Offer restaurants access to revenue-enhancing platforms and partnerships
- Leverage strategic marketing partnerships to help restaurants reach new customers
- Support brand-building and drive sales to restaurants through strategic social media and digital marketing campaigns
- Increase media coverage by local food/lifestyle publications, bloggers, and influencers.
- Create a culture of authenticity surrounding Italian products and cuisine

RESTAURANT MARKETING PROGRAM CHANNELS



OI RESTAURANT CERTIFICATION



The Ospitalità Italiana seal is a certification, awarded by Italy's National Institute of Tourism, that officially recognizes Italian restaurants around the world for their commitment to authenticity in Italian cuisine. Through their use of DOP and IGP products from Italy, as well as through their commitment to providing diners with an authentic experience, these restaurants function as ambassadors, preserving the integrity and authenticity of Italy's culinary heritage.

Chefs Table Journal



Chef's Table Journal is a unique concept in culinary tourism that brings U.S. travelers to Italy on high-end, curated food and wine journeys, promoted and endorsed by top chefs at leading Italian restaurants in major metropolitan areas across the United States.

Chef's Table Journal embraces the chef's role as ambassador and partners with upscale Italian restaurants to offer clients carefully curated, culinary tours to some of Italy's premier food and wine tourism destinations. Chef's Table Journal brings Italian food enthusiasts directly to the source—to meet the people who produce the foods they love, to sample and savor local flavors, and to experience firsthand the richness of Italy's culinary tradition—though unique and off-the-beaten path itineraries.

ADVANTAGES FOR RESTAURANTS

- Reinforce restaurant's brand and increase brand awareness
- Broaden audience and reach new customers
- Deepen customer loyalty and sense of shared values
- Achieve brand differentiation and gain an edge against competitors
- Additional revenue stream





THURSDAY, MAY 30, 2019

OSPITALITÀ ITALIANA

An immersive evening of authentic Italian food,
wine, and spirits, showcasing New York City's
finest Italian restaurants.



WHAT IS OSPITALITÀ ITALIANA?

Ospitalità Italiana: The Authentic Italian Table is an exclusive showcase for authentic Italian restaurants, specialty food products, wines, and spirits, attended by 400+ food and wine enthusiasts, members of the food and hospitality trades, food/wine writers, bloggers, and influencers. In 2019, The Authentic Italian Table will serve as the kick-off event of Italian Restaurant Week in New York.



JUNE 1-8, 2019

ITALIAN RESTAURANT WEEK

New York's only week-long celebration of Italian cuisine, featuring
50+ of the tri-state area's best Italian restaurants.



WHAT IS ITALIAN RESTAURANT WEEK?

Italian Restaurant Week (IRW) is New York City's first and only week-long celebration of authentic Italian cuisine. Launched by the Italy-America Chamber of Commerce (IACC) in 2017, the 2018 edition of Italian Restaurant Week featured 53 top-tier Italian restaurants throughout the New York tri-state area.



400K

Users reached via
Facebook and Instagram

550

Restaurant reservations

1,375

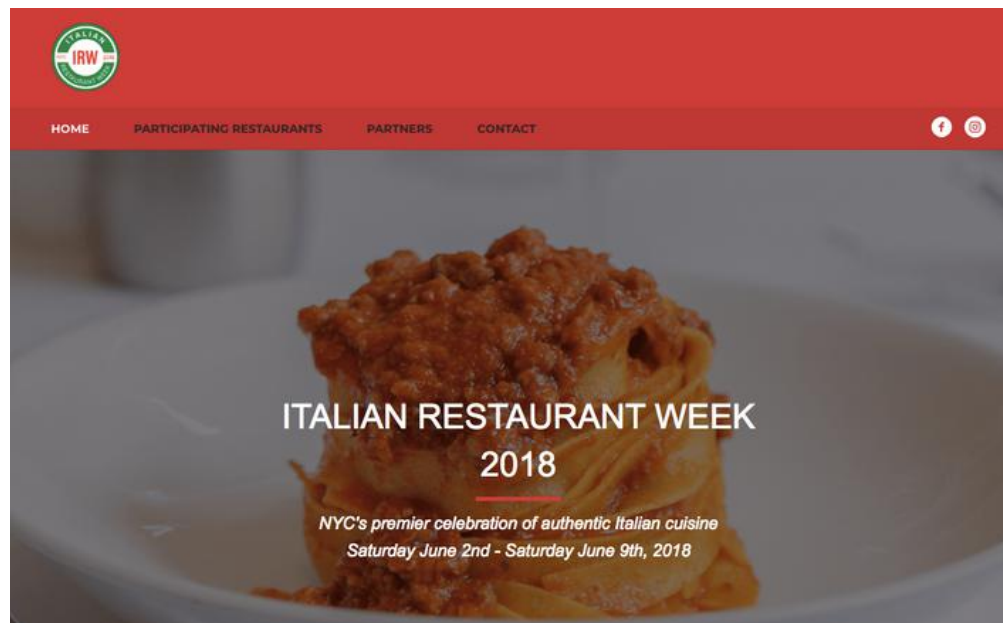
Seated covers

\$52K+

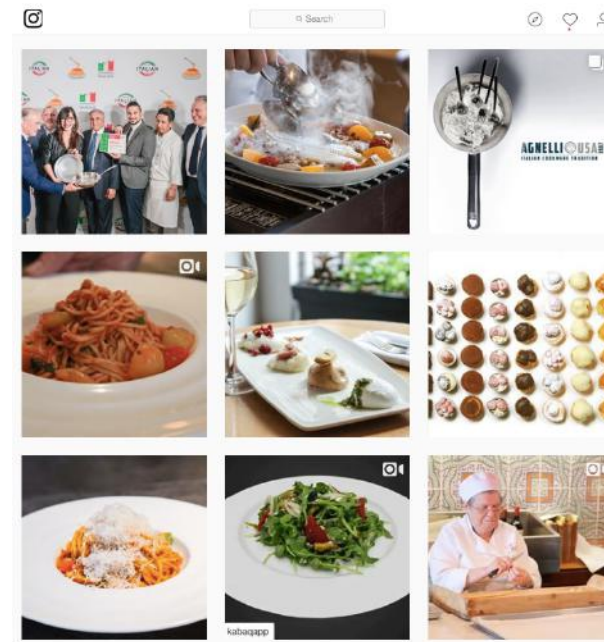
In revenues for
participating restaurants

Results from 2017 and 2018 editions

MARKETING PLATFORMS & PARTNERS



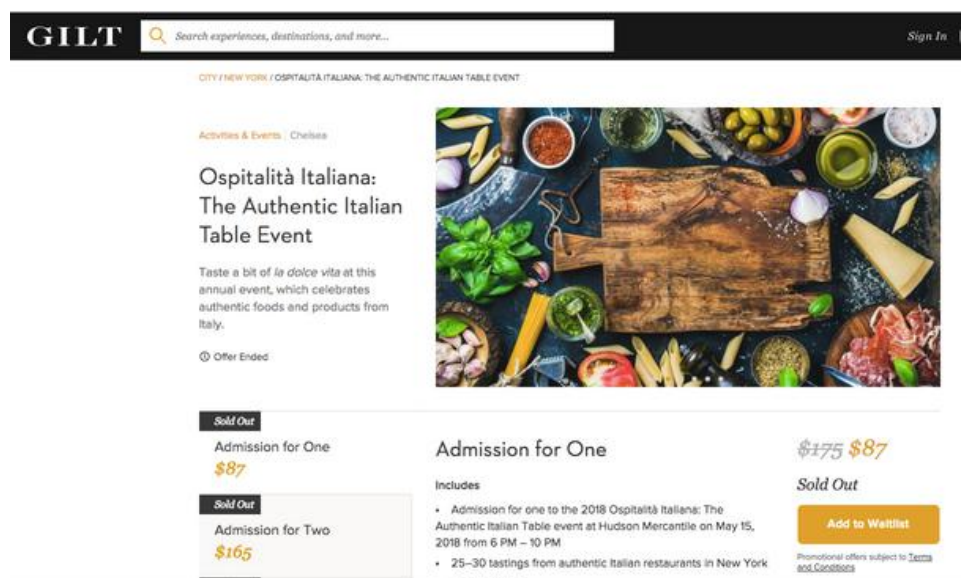
www.italianrestaurantweek.org



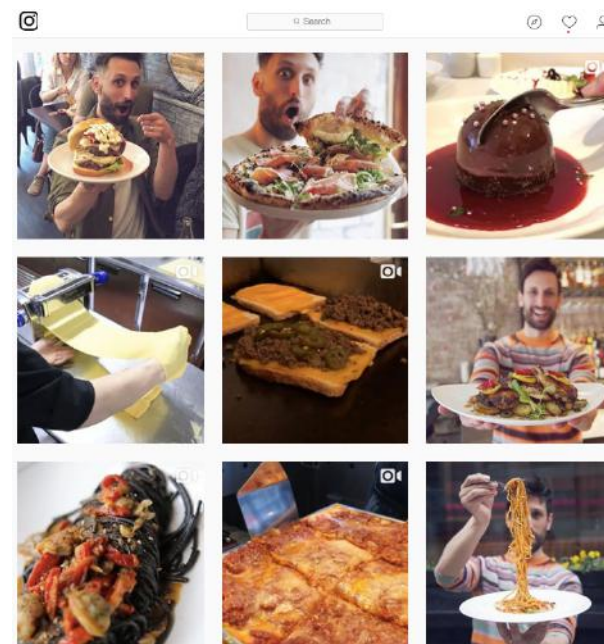
@iaccnewyork
1,150 followers



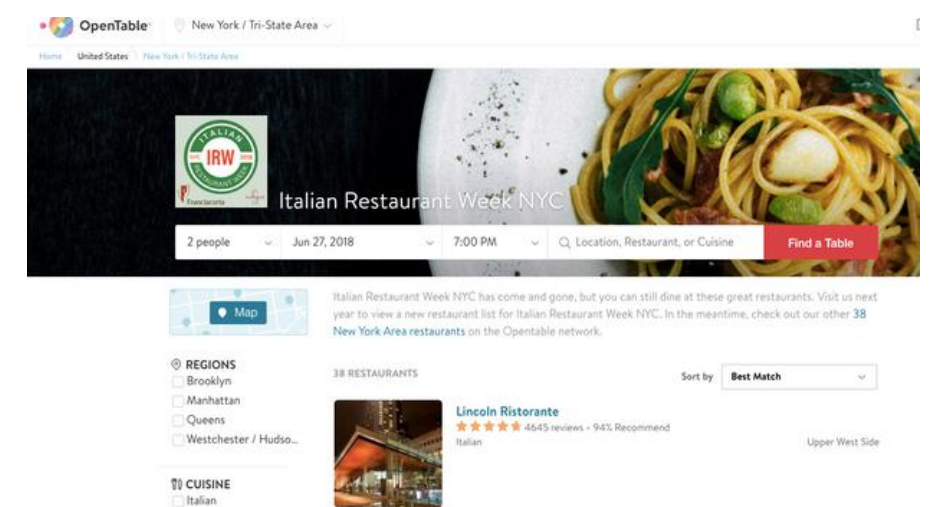
www.facebook.com/iaccny
2,541 followers



www.gilt.com
850K+ NYC consumers



@eatandbefull
108K followers



www.opentable.com
4M+ NY-area diners

OSPITALITÀ ITALIANA & IRW

MARKETING PLAN

- Dedicated website: www.italianrestaurantweek.org
- Facebook and Instagram pages with curated content
- Paid advertising on Google, Facebook, and Instagram
- Dedicated event coverage on IACC website
- 3 email blasts to over IACC 6,000 contacts (food enthusiasts, bloggers, trade, media, and influencers)
- Strategic marketing partnerships with OpenTable, Gilt City and Food and City
- Media coverage by food, wine, and lifestyle publications, websites and influencers/bloggers.

STRATEGIC PARTNERSHIPS

Partnerships with OpenTable and Gilt City extend our reach to ~5 million NY-area luxury consumers.

ONLINE MARKETING

Dedicated IRW website, SEO, and paid Facebook/Google ads guarantee visibility for your restaurant.

INFLUENCER OUTREACH

Raise awareness for your restaurant exponentially through our network of key food/lifestyle influencers.

STRATEGIC MARKETING PARTNER



OpenTable is the world's leading provider of online restaurant reservations and the strategic marketing partner for Italian Restaurant Week. Restaurants receive invaluable, profile-raising visibility through OpenTable's promotional channels.

PROMO PAGE

Restaurants are featured Italian Restaurant Week's dedicated OpenTable promo page.

EMAIL BLASTS

Restaurants are highlighted in three dedicated emails sent to OpenTable's extensive diner network (4 million+ diners in the NYC-metro area)

STRATEGIC MARKETING PARTNER

GILT CITY

Gilt City is an online destination that offers the best lifestyle experiences in major metropolitan areas, including NYC. Gilt City curates exclusive, one-of-a-kind offers and experiences in dining, entertainment, and shopping for its 3.4 million active, affluent member. **Restaurants receive invaluable, profile-raising visibility through Gilt City's promotional channels.**

PROMO PAGE

Restaurants are prominently featured on Gilt City promo page (which receives approximately 3,000 unique page visits) and gain visibility among Gilt's highly engaged audience of affluent and influential members.

EMAIL BLASTS

Event sale e-blast reaches over 850K+ targeted NYC-area luxury consumers.

SOCIAL MEDIA MARKETING PARTNER

FOOD AND CITY

Food and City is a leading NYC-based brand development company with a social media and influencer marketing focus. Food and City curates, posts, and engages on social platforms, bringing the digital presence Ospitalità Italiana and Italian Restaurant Week to the next level while generating buzz and increased visibility for event participants.



CURATED CONTENT

Food and City creates curated photo and video content for participating restaurants.

200K FOLLOWER REACH

Restaurants are featured on leading influencer and Food and City's founder's Instagram platform (@eatandbefull), reaching 200K followers.

A look under the hood

2 social media
platforms

1,200+ weekly
new followers

200k +
combined
Instagram
followers

Top country
United States

Top City New
York



@foodandcity

74k+ followers

Thousands of influencers and prominent media outlets look to us to see what is trending on social media. We have worked with over 46 restaurants in the course of almost 3 years.



@eatandbefull

127k+ followers

Showcasing Jared Zuckerman's passion for food, travel, love for life, and his ambassadorship with the Italy-America Chamber of Commerce.

@EATANDBEFULL

some brands we've worked with



MURRAY HILL STUDIOS



EATER



FOOD
BEAST



some places where our products & clients have been featured



delish

EATER

TOWN&COUNTRY

FOOD
BEAST



PureWow.



The Daily Meal
All the food that's fit to eat

The New York Times

Viral Thread

FOOD ENVY



UNILAD



REFINERY29



BUSINESS
INSIDER