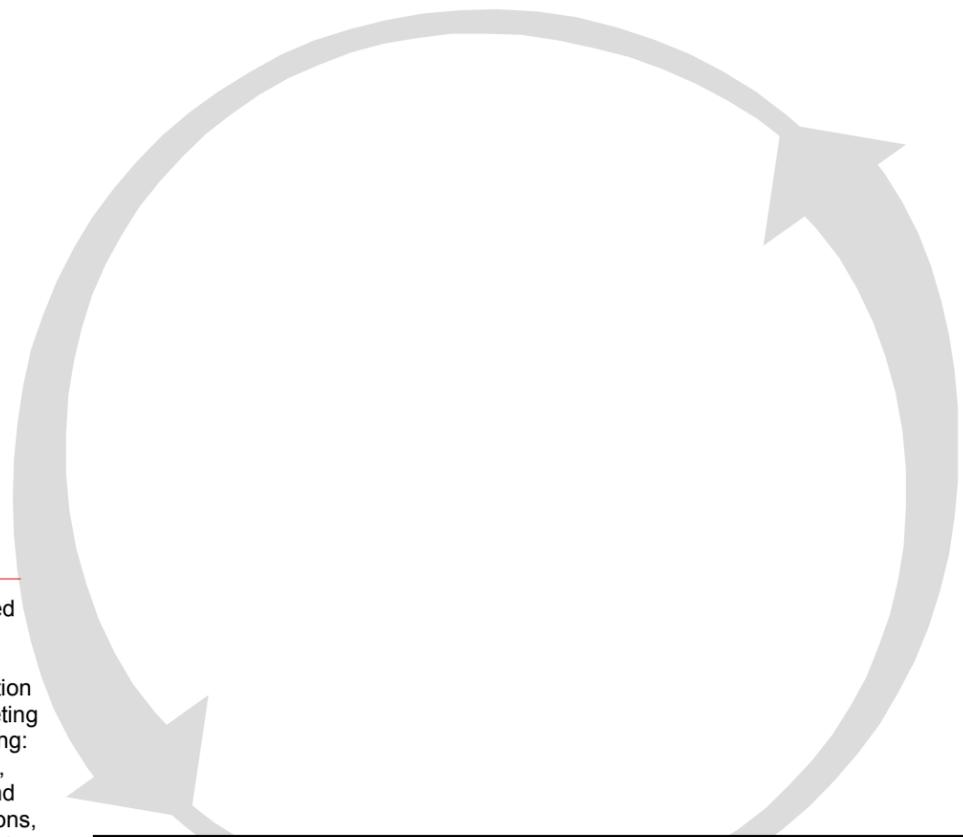




**DUKE
MARKETING**

Duke Marketing, LLC.
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www.dukemarketing.com

Duke Marketing, LLC is a California-based Integrated Marketing Communications company with expertise in integrated marketing communications for multi-location and franchise organizations. Duke Marketing combines a full range of services, including: thought-leadership, local store marketing, public relations, consumer promotions and cause marketing, franchise communications, market-by-market planning, creative development and media buying with on-target strategies, fresh ideas and creative concepts to offer complete solutions.



WWW.DUKEMARKETING.COM & WWW.MARKETING-COOKBOOK.COM

DUKE TO SPEAK AT UPCOMING RESTAURANT INDUSTRY SHOWS

Book Signings and National Show in Chicago

March 1st-3rd, 2009: International Restaurant Show, Jacob Javits Convention Center, New York, www.internationalrestaurantny.com

Sunday, March 1st: 2:30 – 4:00 PM
Fast Casual – Changing The Way Consumers Eat

Monday March 2nd: 10:30 AM – 12:00 PM - Featured Session
Turning Your Vendors into Partners
Innovative Ideas For Restaurant Operators and Suppliers

Tuesday March 3rd: 10:30 – 11:30 AM FOUR STAR Marketing, PR & Promotions:
Recipes for Restaurateurs™



March 26th, 2009: 13th Annual UCLA Extension Restaurant Industry Conference, Los Angeles, CA.
www.UCLAextension.edu

UCLA Extension



April 26th-29th, 2009: Santé Restaurant Symposium: The Sagamore Resort, New York, www.isantemagazine.com

May 16th-19th, 2009: National Restaurant Association Restaurant Show, McCormick Convention Center, Chicago, IL. www.restaurant.org/show/

Sunday, May 17th: 12:00 pm-1:30 pm
FOUR STAR Marketing, PR and Promotions:
Recipes for Restaurateurs™



CHECK OUT THE BLOG!

We have photos, stories and resources on our blog.

The Blog will keep you on the go with the Duke Marketing team. We post events, promotions and photos! Now you can see what fun we have executing marketing programs across the country.

Please take a look and post your comments!

Check out our new BLOG at:
www.marketing-cookbook.blogspot.com



On-Target Complete Solutions®

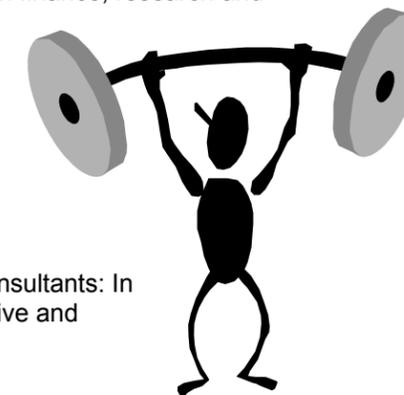
NEWS

Vol. 8, Issue 31 *Duke Marketing Publishing*

BOUNCING BACK STRONGER

Ten Ways to Bounce Back Stronger from Tough Times

- PASSION AND LEADERSHIP ARE IMPERATIVE**
A successful brand needs a strong and visible leader who oozes belief in the business and the consumer proposition. That passion cascades throughout the organization and becomes infectious.
- INVEST IN YOUR BRAND AND BE COURAGEOUS**
Defy conventional wisdom and spend to grow market share. Studies have repeatedly shown businesses that increased marketing investments during a recession grew market share, increased margins and had better long-term growth trends than their competitors.
- LET CREATIVITY FLY**
Innovation through consumer insights and experimentation can produce breakthrough ideas.
- DEVELOP TRUST AND CONNECTIVITY**
Talk to your customers and give them what they want. Reach and engage them.
- INTEGRATE ALL COMMUNICATIONS**
Reach your customers through every touch point and deliver the same message across multiple communication platforms.
- BE ACCOUNTABLE**
Create a culture of accountability and partner with finance, research and analytics to measure everything you can.
- INVEST IN YOUR PEOPLE**
Build skills, build capabilities, build knowledge and watch the bottom line grow. Be sure your employees are embracing the company culture and philosophy.
- TRUST YOUR AGENCIES**
Your agency partners are the ultimate “brand consultants: In forming strategy, developing breakthrough creative and expanding communications platforms.
- STRENGTHEN YOUR SUPPLY CHAIN**
Check with suppliers and get the best possible pricing and partnerships. Aggressively pursue efficiencies and productivity and watch the dollars flow.
- BE SOCIALLY RESPONSIBLE**
Do the right thing. Your customers will notice and reward you for giving back. Have an inspirational and motivational reason for your brand.



SPEAKING OF SPEAKING

To be a great spokesperson, grabbing the attention of your audience is just the start. The best have mastered the following traits:



BREVITY: The fewer words the better.

PASSION: Don't be bland.

CLARITY: Lose the jargon.

ENERGY: Don't look or sound like you just rolled out of bed.

INSPIRATION: The best speakers inspire, motivate and end with a call to action.

COOPERATION: Don't be difficult with speaker requests.

CONCISE: Short and sweet. To the point.

EXPRESSION: Smile and show emotion.

VARIED TONE: Think of a preacher—you are preaching the gospel of your company.

FLEXIBILITY: Be flexible and prepare diligently for every presentation.

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www.dukemarketing.com

From the DUKE



Linda Duke tries her hand at shoveling snow in Michigan. "When you are born and raised in California like me, shoveling snow is fun since we rarely even see snow!"

We are off to another year and it is already been busy for Duke Marketing. I was asked to speak as the keynote for the **US Foodservice** Denver Division's 2009 kick-off meeting in early January. It was great to give ideas to the over 250 food reps looking for ways to help their customers—restaurant operators.

After Denver, we were off to visit our new client, **Grand Traverse Pie Company** in Michigan, to hold their annual franchisee conference. The weather was 6 degrees, but for some reason, I was warm and excited to see more snow that I have ever seen in my life! More photos on www.marketing-cookbook.blogspot.com

Other exciting developments from my recently published book, "**Recipes for Restaurateurs**", I have received numerous requests for speaking engagements and articles. It has been extremely satisfying to hear from some operators that have already implemented the book's "recipes" or marketing tactics, and they are WORKING!

Not that we needed something else to do, but with all the positive attention the book has garnered, we decided to launch a quarterly magazine entitled: "**Recipes for Restaurateurs—The Magazine**" to feature more in-depth information and ideas for driving sales and marketing tactics that worked and success stories from brands that implemented them and received results. There is a subscription card enclosed, for you to sign up for the first issue, due out in March via digital format.

I hope to see you this year at the restaurant industry shows I will be speaking. See back cover for dates and times.

Happy 2009.
—My best, LDUKE

Here's me with the only red on in the room at US Foodservice Denver



VIP Tasting Event Makes a Huge Impact in the Community

Duke Marketing coordinated a VIP Tasting Event for a new location in Napa for **Firewood Café**, a seven unit fast casual brand, based in San Francisco. The event was planned to introduce the local community VIP's and the media to the new restaurant and providing tastes of their best menu items.

The VIP party included the Chamber of Commerce official ribbon cutting, and the Napa Mayor and 15 chamber ambassadors presided over the ceremony. The event also served as a media opportunity for newspaper, magazine and

radio reporters. Food editors were delighted and have stories for their upcoming publications.

Every guest was asked to sign-in at the door to capture their email address and use the slips for a drawing to give-away Pizza for a Year.

One of the wine vendors provided wine tasting and over 120 guests enjoyed the tastes of Firewood's award-winning wood-fired pizzas, tortellini's and more.

"In order to increase awareness and sales for any new restaurant, it is imperative to become friends with the most important people in the community," says Linda Duke. "Many operators don't realize how important having these VIP 's come in and taste the food and experience the restaurant is to driving sales. More than 60 percent of the guests had never been to the restaurant which was open for a couple of months before the party. The cost to put on a tasting event is minimal compared to the return of word of mouth that is spread right after the event."



Above: Guests enjoy tastes of Firewood Café's award-winning pizzas, tortellini and wine from a local winery.



Left: Julia and Laura of Duke Marketing manage the front door and welcome guests to the party. Each guest signed in and provided their email address for a raffle and future marketing efforts.



RECIPES FOR RESTAURATEURS —The Magazine™ to debut in March

★★ Marketing Solutions for Results & Ingredients for Successful Sales Building ★★

Inside:

- 7 Ways to Drive Sales in the current economy
- When the going gets tough—the tough Get Marketing!
- Tips, Tricks, Tactics: Large To-Go and Catering Focus

RECIPES FOR RESTAURATEURS

the Magazine

Duke Marketing Publishing
March 2009

Duke Marketing Publishing announced it will debut a new publication, **Recipes for Restaurateurs—The Magazine™** in March. The debut issue will be in digital format to subscribers of the quarterly publication.

"With the tremendous positive feedback from our book with the same title, we want to provide some of the success stories and continue to educate restaurant operators," said Linda Duke. "We intend to give more marketing ideas, tips and tricks to drive sales and to feature the success stories of the top brands in the U.S. using the recipes."

The Magazine will be published quarterly, and subscriptions are \$36 annually. The Magazine can be ordered online at: www.marketing-cookbook.com Or newsletter readers can send in the subscription card enclosed and be billed for the publication.

The Magazine March issue highlights:

- 7 ways to drive sales in the current economy
- When the going gets tough—the tough Get Marketing!
- Tips, Tricks and Tactics
- Large To-Go and Catering Focus
- Chef-Rateurs-writing your bio
- How to Get guests to Return
- Teaming up with Sports Teams
- Blogs and more!

CANADA'S Largest Restaurant Chain brings Duke to Speak in Toronto

Boston's Pizza International, the largest Canadian based restaurant chain, invited Linda Duke to speak and purchased her recently published book, "**Recipes for Restaurateurs**" for more than 120 attendees right before the new year in Toronto.

Boston's team wanted new ideas and ways to get their franchisees out of their four walls and into the community to drive sales. The session focused on Duke's recipes that are easy to execute and will get the best results for the popular restaurants.

"The Boston's team was really fired up by the ideas and are already getting results from some of the tactics they have implemented," said Linda Duke.



Dear Linda,
Thanks for making an excellent presentation to our team. It was very relevant and informative. The books should be mandatory reading for all restaurant owners and managers.

Ken Otto, Executive Vice President
Boston Pizza International Inc.

