

# RECIPES FOR RESTAURATEURS®

## TRAINING, SEMINARS & WORKSHOPS

### TOPICS:

**Restaurant Marketing:** for restaurant operators, general managers and franchisees.



**“Recipes for Restaurateurs™”**—an overview of local store marketing and specific recipes from Marketing Cookbook reviewed. This can be a two hour or half day session. Customized and tailored to the audience and brand. Books available to purchase. See workshop page.

**“LSM-U, Local Store Marketing University™”**—Ten steps to developing a local store marketing plan, promotional ideas and tips for executing. Grand openings, fundraisers, community outreach, public relations and promotions are discussed.



This seminar can be tailored into a workshop. Brand-specific local store marketing tactics can be developed prior and revealed at this session.

**“Driving Restaurant Sales in a Tough Economy”**—General Managers, franchisees, territory managers: In times of a tough economic climate, it’s no secret that consumers have become increasingly cautious and fearful. Attendees will learn how to engage guests, partner with local area businesses to generate awareness and sales. How to get out of the four walls and generate sales within the 3-5 mile radius of their restaurant. Who to target, what to take and what to say will be discussed.

**“Best Marketing Programs for Single and Multi-Unit Restaurant Organizations”**—How to find promotional partners and create programs together for mutual benefit. How community relations and cause marketing work, the do’s and don’ts and tactics. Marketing ideas to generate publicity and attract new customers.

### **“30 Minute Power Sessions”:**

#### **Local Store Marketing for Restaurateurs**

Multi-Unit marketing expert Linda Duke, of Duke Marketing, will share ideas and programs for generating sales, customer loyalty and building a brand through Local Store Marketing. The biggest challenge restaurateurs have isn’t coming up with unique and create promotions it is actually executing them! This seminar will give you tools, techniques and tips to actually make the best local store marketing plan, execute programs and get results on-going!

#### **Take-Aways:**

- ◆ Creating a plan
- ◆ Executing your programs
- ◆ Tracking results and consistency

#### **Public Relations for Restaurateurs**

Often, it is not the large-scale, costly promotional and public relations campaigns that turn a small business into a success story, but the little, imaginative things that cost almost nothing: having a bubble machine in your front door will make people stop and look; using irregular shaped envelopes can turn an otherwise mediocre mail-order campaign into a success.

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Hosting an event at your location that interests the media. Whether you are a franchisee, franchisor or restaurateur, here you will find ideas that will help you get the most bang for your public relations and promotional buck.

#### Take-Aways

- ◆ Finding your own unique stories to tell about your restaurant
- ◆ Making news that gets the media excited
- ◆ Best strategies for long term public relations

**Food Supply Chain: Manufacturers & Distributors:** Sales representatives and others in the restaurant supply channel.

#### **“Help Me. Help You”:** What sales reps can do to assist restaurant operators to drive sales.

In today’s challenging economy, it is imperative sales consultants provide value to their restaurant operator clients. This motivational session will give foodservice distributors and manufacturers an overview of value-added services. Attendees will learn a consultative approach to help their customers, restaurant operators, create sales driving programs, and generate awareness and sales. Proven successful tactics and case studies will be shared such as, “Getting out of the four walls”, “Creating menu promotions”, “Developing a local store marketing plan” and focusing on the 3-5 mile radius of a restaurant. Other topics covered: Promotional ideas and tips for executing, fundraisers, community outreach, public relations and seasonal promos are discussed.

#### **“Building Profitable Growth Together--Turning Customer’s into Partners”**

Restaurant operators have numerous vendors to purchase goods and services. Across the entire food and beverage industry there are thousands of product partners and opportunities that often go unnoticed or under utilized by restaurant operators. Those services that food and beverage vendors can provide include research, R & D and menu development, promotional dollars, collateral development, food photography, product give-aways, contests and prizes and more. Most restaurant operators are unaware of their vendor’s co-op dollars and innovative programs to provide nutrition research, market trend information, and other offerings to drive awareness and sales.

In this session those servicing the restaurant supply channel will learn what type of support, promotional dollars and innovative programs are enticing to restaurant operators. Several case studies and success stories will be shared, as well as discussing current opportunities for vendors to offer and turn their customers into partners.

**Chefs and Chef-Rateurs™:** for chefs, restaurant owners, culinary professionals who manage, own and/or operate a foodservice establishment.

**“Chef-Rateur™ Marketing”** – Owning and operating a restaurant isn’t just about the food. The Chef-Rateur’s duty even if he or she doesn’t own their own restaurant establishment, is not limited to their activity in the back of the house. Chef-Rateur’s will learn how to put personality into the food, energy into the employees and restaurant and establishing personal relationships with patrons to create a special connection and a successful business.

#### **“Live Cooking Demonstrations and Interview-Media tips”**—

Understanding how cook and talk at the same time is tricky enough, then try it in front of a live audience or on television! Today’s chef’s and restaurant operators have much to gain by learning how to select and break down the most appropriate recipes for live cooking demonstrations. Confident cooking demonstrations are imperative in today’s celebrity-chef driven world to get exposure and credibility for any restaurant.

**“Creating Successful Tasting Events”**— Attendees will learn how to develop a marketing plan for creating an in-restaurant tasting event. From developing the menu to who is invited, how they will communicate the event, how they will work with vendors (food, wine, and distributors) to gain support for their event, how they would set-up the event, the menu, timing and execution will be covered. Along with case studies of successful tasting events and ideas.



*Linda Duke and Food Network Star, Guy Fieri entertain attendees at the Western Foodshow in Los Angeles during their Spotlight Keynote “How to cook and be interviewed at the same time!”*

**“Creating Enticing Menus & Promotions”** –The menu is the most important part of any restaurant and creating one that entices customers is essential to success. Developing menus that are simple, concise, yet also descriptive takes time, and patience. The audience will learn how to create enticing menu descriptions, manage food photography for promotional materials and how to develop menu promotions to drive sales.

**Branded Customer Service:** for senior leadership executives.

**“Building Brand Success through Brand Passion”**— Marketers speak of “brand touch points” and customer evangelists and try to measure how much a strong brand preference represents in profits. But what it boils down to, in one word, is “passion”—one of the qualities that market leaders demonstrate in abundance, and are sorely needed in the fast-changing 21st century marketplace.

Creating emotional branding is the secret to brand passion. So, what are the value and benefits to organizations that successfully create emotional bonds with its customers? What strategies and tactics are there for building emotional connections between the brand and the customers; and what are the challenges for implementing an emotional branding strategy?

The topic is explored with several case studies shared of passionate brands!

**“A Vision of Uniqueness”**—In a world of increasing sameness, we are drawn to places that are unique, where there’s that special energy, that sense of being alive, of creativity. There are many special places still out there; you can usually find one or two in any city or town. So, what makes those places so distinctive and more importantly, what drives people who run them to work so diligently to make them special? Attendees will learn ten steps to creating their own unique vision of their brand and explore case studies of those brands who are successful because of this vision.

**Socially Responsible and Green Marketing:**

**“Give your Restaurant an Eco-Makeover”**— Consumer demand for green and environmentally friendly products is growing but still in the early stages. Green claims are on the rise and every company is claiming to be green and socially responsible. What does this mean for your restaurant? Socially Responsible Marketing will soon become standard operating procedure for all operators—are you ready? Attendees will learn tips, do’s and don’ts, and a complete audit list of ways to go-green and be socially responsible.

**“Communicating the Sustainability Message”** – Once you understand how you will make your brand Green and Sustainable how do you communicate it to your guests? What is the process for success and getting credit for your sustainable messages.

**SPEAKER:**

Linda Duke, CEO, Duke Marketing and author of *“Four Star Restaurant Marketing Cookbook—Recipes for Restaurateurs™”*. Marketing Consultant, Restaurant & Hospitality Industry and Franchise Industry expert, Speaker, Educator and Writer. Ms. Duke provides speaking engagements and training for restaurant operators, foodservice industry organizations, culinary professionals and students, franchised and multi-unit organizations.



**Speaker Overview:** Ms. Duke is a dynamic, energetic speaker with contagious enthusiasm, high-energy and fun sense of humor. Ms. Duke is a CEO who shares client case studies and personal experiences--successes and failures of some of the top restaurant chains in the United States. Turnarounds, new businesses, gaining market share and growing profits, Ms. Duke’s passion, boundless energy and creativity comes through in every session, and leaves her audience with realistic information and tools to grow their business. Rather than “off-the-shelf” presentations, every presentation is tailored to the industry segment and can be totally customized to fit your organization’s goals and objectives. Her top priority every time she speaks is to give audiences innovative ideas as well as practical, hard-hitting strategies and no-nonsense tools they can put to use right away to build their businesses, sell more, and better serve today’s savvy consumers.

**CUSTOM TOPICS:** Other topics and customizing sessions can be discussed.

**BOOKS:** *“Four Star Restaurant Marketing Cookbook—Recipes for Restaurateurs”* is available to purchase for seminars and workshops.

**INVESTMENT:** Speaker fee, travel and hotel. Books additional.

**CONTACT:** Michael Fagen at Duke Marketing: 415-492-4534 [mfagen@dukemarketing.com](mailto:mfagen@dukemarketing.com)

# RECIPES FOR RESTAURATEURS<sup>®</sup>

## WORKSHOP

*“Four Star Restaurant Marketing Cookbook—Recipes for Restaurateurs™”* is a 300 page marketing resource written in a recipe-format. *Recipes for Restaurateurs* offers step-by-step sales building recipes, from planning, timelines, and supplies, all the way through to execution., and contains over 100 field tested tips, tools and tactics of successful marketing recipes (marketing programs), ingredients needed, and directions (a tactical guide), to generate sales, create awareness and build any restaurant brand.

In this workshop attendees will enjoy author and restaurant marketing expert Linda Duke review her book, *Recipes for Restaurateurs*. Ms. Duke’s energy gets attendees fired up to boost sales in this educational and motivating workshop. Attendees will gain an overall understanding of local restaurant marketing and how to create and execute sales driving promotions and activities.

*Recipes for Restaurateurs* chapters will be discussed, and include: special occasion promotions to drive lunch or dinner sales, grand openings, publicity stunts, community relations and fundraisers, how to create and execute contests, holiday events, target kids and schools, and motivating and keeping employees. Case studies will be shared followed by a customized question and answer session.

This can be a two hour or half day session. Customized and tailored to the audience and brand. Books available to purchase.

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### ABOUT THE SPEAKER:

Linda Duke, one of the restaurant industry’s foremost marketing experts, started Duke Marketing in 1987 specializing in marketing for multi-location and franchise organizations. Ms. Duke has consulted with top restaurant brands in the United States, negotiated media in foreign markets, nationally and on a regional and local level. She has developed new brands, completed corporate positioning plans, created award-winning advertising and public relations strategies, media trained top chef’s for appearances on The Food Network and Travel Channel, produced customized local store marketing programs and toolkits and executed hundreds of grand openings for numerous multi-unit restaurant organizations.



Ms. Duke is a nationally recognized speaker and educator and a published author, [www.marketing-cookbook.com](http://www.marketing-cookbook.com). She speaks frequently at restaurant industry and client conferences, and is a member of the board of directors of the California Restaurant Association’s Educational Foundation and the Fast Casual Restaurant Executive Alliance. Ms. Duke is a contributing writer for several restaurant, hospitality and franchise industry trade and business publications and an adjunct professor at Golden Gate University in San Francisco where she has taught Advertising Strategy to the MBA students. She guest lectures at various colleges and universities including Sonoma State University and San Diego State University. Ms. Duke holds bachelor degrees in both Advertising and Marketing and an Executive MBA from Kellogg Graduate School of Management, Northwestern University, Evanston, IL. For more information please see: [www.dukemarketing.com](http://www.dukemarketing.com). Ms. Duke can be reached at [duke@dukemarketing.com](mailto:duke@dukemarketing.com)

## ACCOLADES AND REFERENCES

*Ms. Duke is among the highest-rated speakers by attendee feedback from our previous Shows and is a much respected marketing professional in this industry. We are pleased to have her back as a featured speaker and host her book signing for our 2009 annual conference in May.*

**John Abels, Manager, Education & Culinary Programs National Restaurant Association Restaurant Show**  
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312.853.2545



Me & Ed's Pizza, a restaurant chain based in Fresno, CA, purchased 70 *Recipes for Restaurateurs* cookbooks for each of their restaurants and had Duke Marketing provide a three hour local store marketing training session for their general managers in September 2008.

*"We wanted to get our GM's fired-up about the fourth quarter and to get out of their four walls and drive sales," said Tom Ferdinandi, EVP, Milano Restaurants. "Recipes for Restaurateurs gave them the tools needed to make sales in their 3-5 mile radius."*

**Thomas Ferdinandi, Jr.**  
Executive Vice President, Chief Operating Officer, Milano Restaurants  
559-432-0399



Boston's Pizza of Ontario, the largest restaurant chain in Canada with 300 units, had Linda Duke provide her books and a key note session to their community relations coordinators and franchisees for 130 locations at an annual conference in November 2008. "There has never been a resource like this marketing cookbook," said Nya Abel, community relations manager, Boston Pizza, International. All of our operators, franchisees and community managers will be better equipped to execute sales driving marketing programs in each of their local markets. The variety of recipes and marketing programs in the book and the easy-to-read format is genius!

*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**  
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