

Impact Business Development Consulting



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**We are a Team
of Food & Beverage
Experts**

Mike



Managing Director

A foodie and passionate about food and wine with over 13+ years experience in CPG, food, wine and lifestyle marketing, Mike oversees the business strategy, business development and project management team. Originally from Lyon, France, Mike has lived and worked in NYC since 2007. He brings his international cross-border experience, deep knowledge of the US trade, strong business and marketing background and a full business approach to maximize top-and bottom-line impacts for French producers.

Mike's career began in NYC, where he worked on international expansion and cross-border investments and spearheaded the US development of French food & beverage businesses.

Most recently, Mike was the US Director of Business Development for a global PR agency specializing in food, wine and lifestyle promotions, where he managed key US and EU accounts and drove the US growth for the group.

Karlie



Account Director

Karlie Reitano is a public relations professional with more than 13 years of experience working with leading wine, spirits, travel and hospitality brands.

She has overseen strategic public relations campaigns for a variety of food, wine and spirits brands including: Marchesi Antinori, Chateau Ste. Michelle, Hendrick's Gin, Barrymore Wines, Chateau d'esclans - producers of Whispering Angel, Milagro Tequila and Moet Hennessy Estates & Wines, among others. She led the public relations campaign for a Hendrick's Gin multi-city roadshow, ultimately winning a Gold Stevie Award for Brand Experience of the Year.

She helped grow media impressions year-to-year for the James Beard Foundation Awards during her three years in working with the organization, ultimately topping 2.7B. Her work has yielded multi-page features and cover stories in The New York Times, The Wall Street Journal, Monocle, AFAR and Robb Report, among others.

Samantha



Account Director

Samantha began her career at ABC Network producing for both the news and entertainment divisions. She has extensive experience in trade, public relations and communications. For the last ten years, Samantha's specialty has been public relations and marketing within the food & beverage, hospitality and travel industries. She created local, regional, national and international campaigns for more than 100 brands and destinations such as Diageo, Gallo Family Vineyards, and Peru; as well as luxury hotel brands, including Gansevoort Hotel Group, Andaz by Hyatt and ME by Meliá Hotels & Resorts, and the restaurant and lifestyle hospitality groups Delmonico's, The ONE Group (NASDAQ: STKS), and Mac's Hospitality.

Bob



Vice President Digital Marketing

A digital marketing machine, Bob and his team eat, sleep and breathe SEO, PPC and Social Advertising. He leads the digital marketing team. Their mastery of the latest algorithms and targeting technologies always deliver above par results.

With 15 years of experience, Bob's has also mastered in-depth analytical reporting, reputation management, GEO targeted organic search, and social targeting and engagement.

He has executed successful programs for Domain de Canton Ginger Liqueur, Diageo, Malabar Liqueur, as well as Hard Rock Hotel Las Vegas, Shore Club Hotel, Greater Williamsburg Chamber & Tourism Alliance, and more.

Bob has strong analytical skills and is well versed in platforms such as Google Analytics, Omniture, Coremetrics, Web Trends and Radian 6. He is SEMPO and Google Analytic certified.

A person in a light blue button-down shirt is holding a dark wine bottle wrapped in a white, textured cloth. The bottle has a red foil cap. In the foreground, there is a wine glass filled with red wine, a plate with bread and grapes, and two lit candles in small terracotta holders. Another person in a black top is visible in the background, also holding a wine glass. The scene is set in a warm, dimly lit environment, likely a restaurant or a dining room.

A Little About Us



The Team & Network

- IBDC leverages a network of experts made of business developers, trend watchers, problem solvers, strategists, social and digital marketers who leverage years of experience working with and advising food and beverage brands to help you introduce your products and grow your business in the North-American market.
- We oversee the growth strategy, manage the sales and drive engagement with leaders, buyers, and decision-makers in the industry.
- We are a team made of entrepreneurs, we understand your needs and objectives and have the tailored solutions to help you scale and grow.

A row of five wine glasses sits on a wooden surface. From left to right, they contain white wine, red wine, red wine, red wine, and white wine. The background is a soft-focus green landscape. A vertical white line is on the left side of the image.

**What Can We
Do For YOU**

Our Solutions

1

Go to market Strategy / Brand Positioning

- Marketing pitch
- Business Plan
- Product validation
- SWOT Analysis
- Strategic Planning

2

Business Development & Operations (retail & food service)

- Leadership coaching
- Sourcing & introduction to partners (importers, distributors and influencers)
- Sales Representation

3

Social Media / Digital Marketing

- Websites / SEO
- Social Media Management
- Influencer Marketing
- Public Relations
- Google Ads & Remarketing
- Digital Advertising
- LinkedIn Marketing

Our Strategic Approach

IBDC is a strategy consulting firm specializing in the food, beverage and restaurant industry. We offer beverage businesses “one-stop” shopping with turnkey solutions that include:

- ✓ Business coaching
- ✓ Brand positioning
- ✓ Business development, sales representation
- ✓ Marketing/communication (social media marketing, B2C or B2B online lead generations)

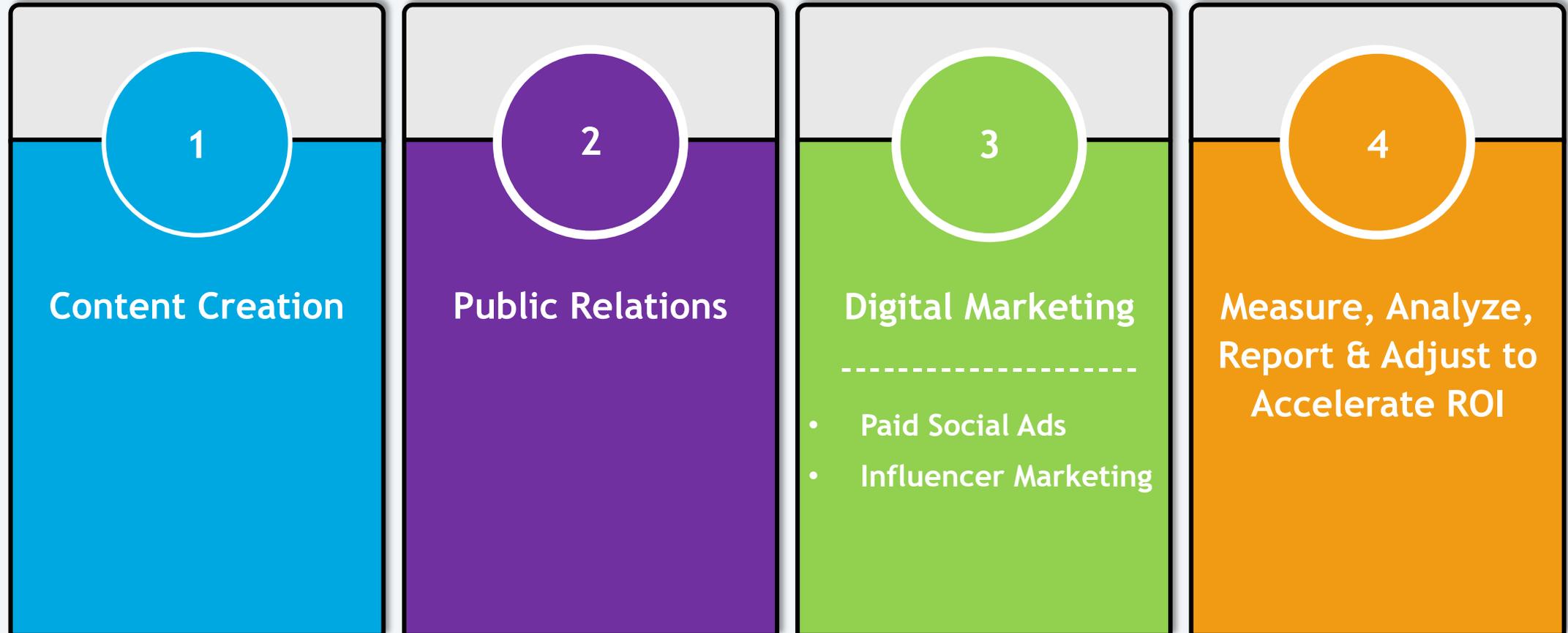
We help businesses (e.g. brands/producers/manufacturers) grow via our 360° service platform focused on sales, branding, communications, and digital marketing. We develop and market new sales strategies; find and cultivate relationships with new and current partners and accounts. Our teams researches vendors and suppliers.



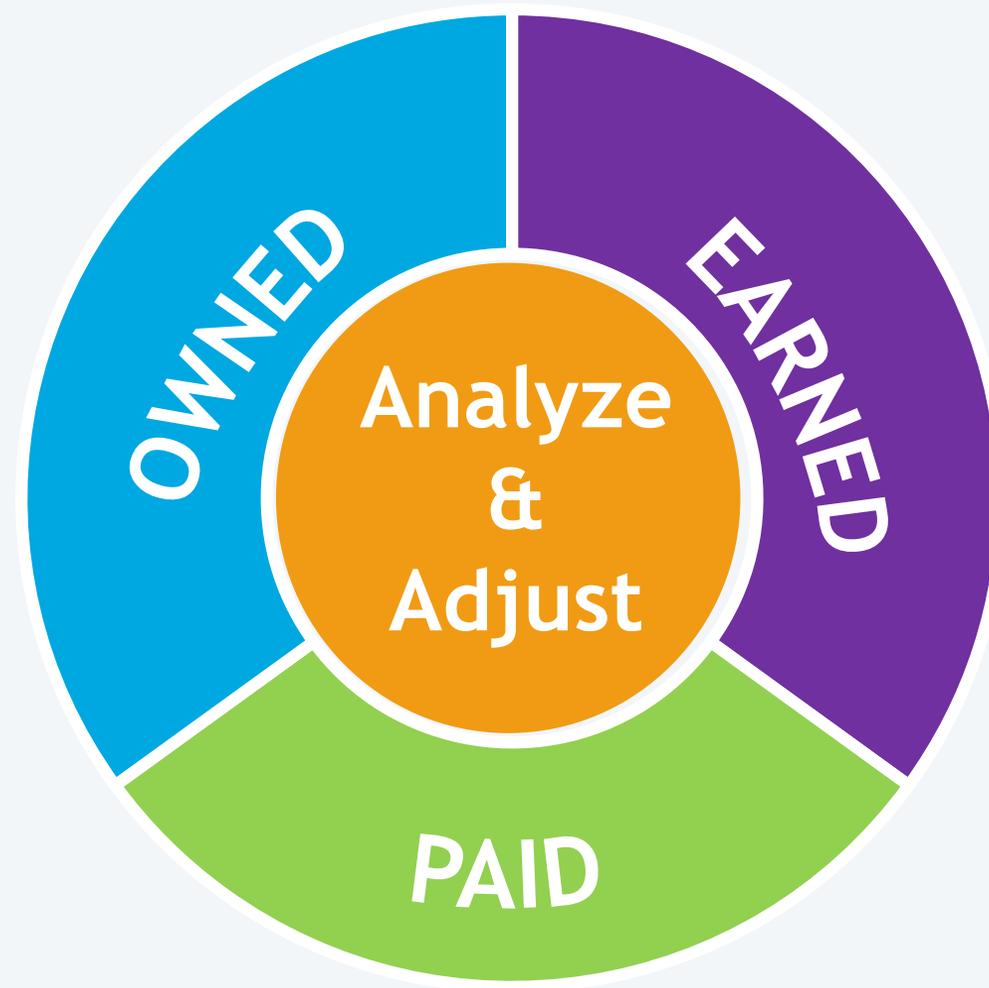
Selected Digital Marketing Capabilities

How We Drive
Awareness and Revenue

Our Digital Expertise



The Marketing Trifecta



OWNED

WEBSITES & LANDING PAGES

Website Development

We will develop an on-brand, e-commerce ready website that is optimized for organic SEO and Google Analytics to generate more in-store traffic and online ordering.

Our process can have your new site up and running within as little as 2-3 months:



Month 1 Define and Create

Define objectives and content requirements. Secure domain and hosting assets. Develop wireframe/IA design. Install WordPress. Create content, write copy, secure photos. Optimize templates.



Month 2 Refine and Finalize

Flow copy and place photos into the website. Conduct desktop and mobile testing for readability, keyword density, interlinking, etc. Modified as needed.



Month 3 Test and Launch

Finalize and test for browser consistency and speed. Register with search engine business directories and scrub outdated material. Install and configure Firewall. Go live.

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MARKETING AUTOMATION



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SEARCH ENGINE OPTIMIZATION

68%

of all clicks are on
“above the fold”
listings.

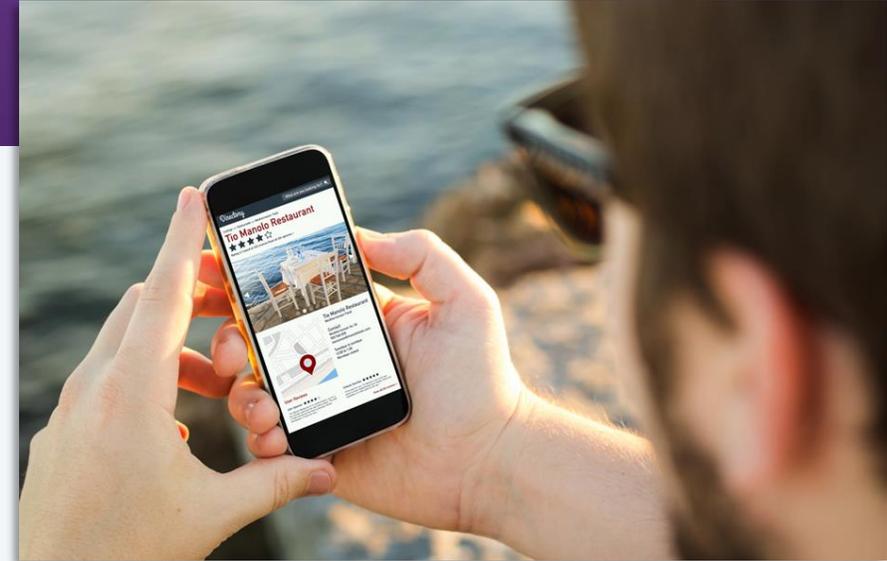
We make sure you RANK HIGH
for your key terms no matter
how the search is conducted

Mobile Search

Google now uses mobile-first indexing, which means your rankings are determined by how responsive your website is on mobile devices for your search terms.

Voice Search

By 2020, voice search will make up 50% of all searches. Integrating conversational terms into our SEO strategy captures that audience.



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SOCIAL MEDIA MANAGEMENT

We are social savvy

IBDC understands how content performs in the social landscape. Inherently storytellers, we translate key messages into engaging content that will establish and grow followings.



Serve as your community manager by posting content, responding to questions and maintaining a dialogue



Develop social calendars across all relevant platforms highlighting what's important to you

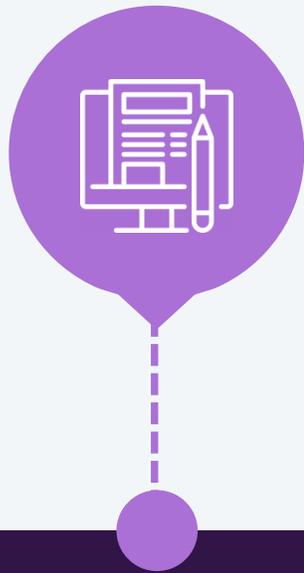


Connect and engage with community members and local influencers to expand your social reach



Identify and produce content based on your key messages that will get your followers listening, engaging and sharing

Community Management



Content posting



Responding to
comments on
our posts



Proactive
commenting on other
people's posts



Active
LinkedIn Group
participation

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PUBLIC RELATIONS



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GOOGLE ADS & REMARKETING



Google Ads & Remarketing



Pay Per Click

strategies are driven by your goals, challenges and opportunities presented by the competitive landscape, and are based on the same keyword focus that we use for SEO.



Remarketing

strategies deploy ads to unobtrusively “follow” your qualified website and social channel visitors (who came to your sites as a result of our SEO and PPC efforts) as they browse other websites. This keeps you top-of-mind and reminds visitors of your key value propositions.



Ad Spend Optimization

means we continuously work to get the most bang for your buck, while increasing your website quality score, page authority and conversion rates.

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PAID SOCIAL



Paid Social



Elevate the content conversation

Your followers are just a fraction of your customers. 90% of them are outside of your follower count. Paid media increases not only your audience size but gets your message to the RIGHT audience.



Targeting to win

By using the unique audience features of each channel you will reach a more qualified audience and increase the relevance of your message.



Drive your message home with Retargeting

As we build a retargeting pool based on interactions across social channels, paid media, and your website we then re-message with digital ads designed to generate leads and drive business results.

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DIGITAL ADVERTISING/ SPONSORED CONTENT

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LINKEDIN MARKETING



4 OUT OF 5

LinkedIn members
drive business
solutions

LinkedIn audiences have

2x_s

The buying power
of the
average web audience

Pinpoint Your Audiences on LinkedIn

LinkedIn members have professional incentives to keep their profiles accurate and up-to-date.

We'll reach your qualified prospects using real, member-generated demographic data that allows precise targeting by:

- ✓ Industry
- ✓ Geography
- ✓ Company
- ✓ Job function and title
- ✓ Seniority
- ✓ Group memberships
- ✓ Professional interests
- ✓ and more

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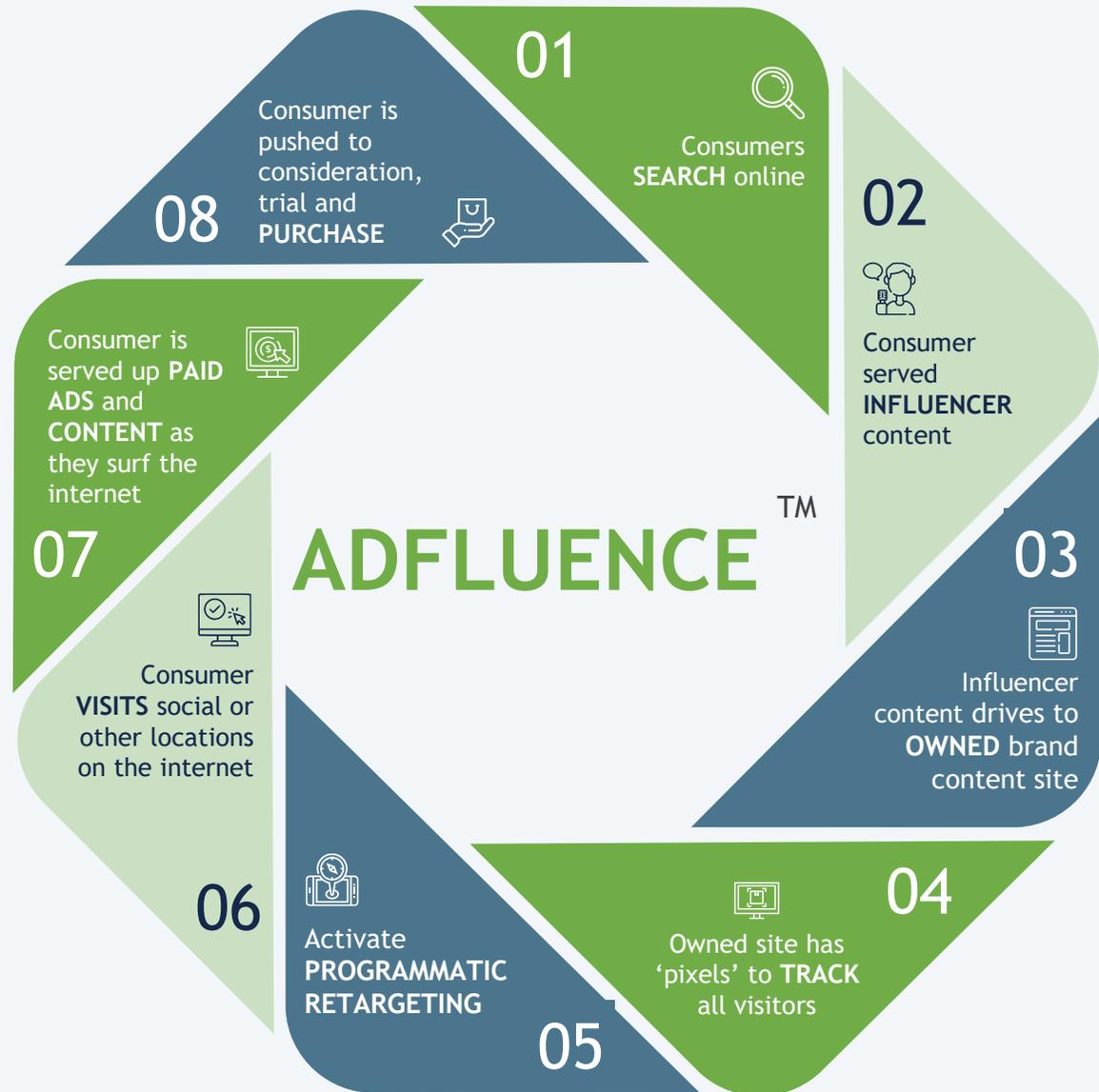
INFLUENCER MARKETING



Influencer-based Ads



A unique paid content model that drives results. This innovative flow is based on a holistic consumer path and enlightened experience online.



“Authentic expressions trump passive impressions”

INFLUENCERS

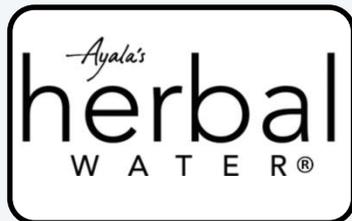
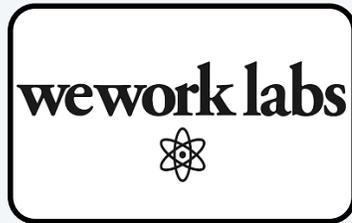
The link between brands and its market awareness.

Leveraging a social channel of an influencer helps us to reach our audience while gaining immediate credibility.

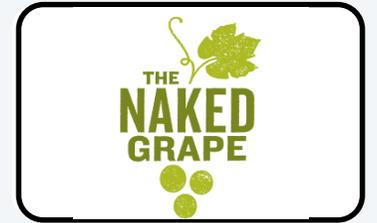
Consumers trust the opinions of their peers more than the brand itself, so partnering with an influencer to communicate our brand message is essential.

Clients & Cases

Our Selected Food Clients



Collectively, we have worked on more than 30 wine & spirits brands and boards, both domestically and internationally



Selected Food & Beverage Experience



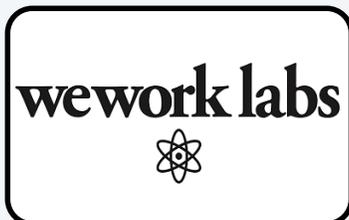
Tasty Ribbon is a NY-based gourmet food gift basket company. They needed to develop a B2B strategy. IBDC provided a thorough analysis of the market, the competition and the key targets for their products as well as strategic recommendations for growth.



Introduced the American palate to Président® brand butter as an essential ingredient for chefs, bakers and food aficionados.



Increased traffic by 40%, achieved 1.2 avg. ranking through pay per click (PPC), increased PPC traffic by 300%, while cutting the cost per click in half, which led to increased sales and demand for in-store placement by 40%.



Mentoring and advising WeWork Food Labs startups to help them scale and grow their activity through business strategy, business development and marketing programs.

Selected Food & Beverage Experience



“Tea-ed” up a re-invigoration campaign for the 90-year-old Alvita tea brand focusing on efficacious dosing, sustainable packaging and organic certification.



Increased online sales for all-natural stomach remedy by 356% through the company website and Amazon optimization, all within 6 months.



Introduced the world to Crispy Green freeze-dried fruit snacks through an integrated digital and PR campaign. Drove up sales by 800%, acting as the company’s outsourced chief marketing officer.



Reached more than 1.7 million target audience members, generating 65k engagements, which led to over 8,000 followers.

Tasty Ribbon

Management of Tasty Ribbons' B2B strategy.

Tasty Ribbon is a young company, based in NYC, providing curated gourmet food gifts.

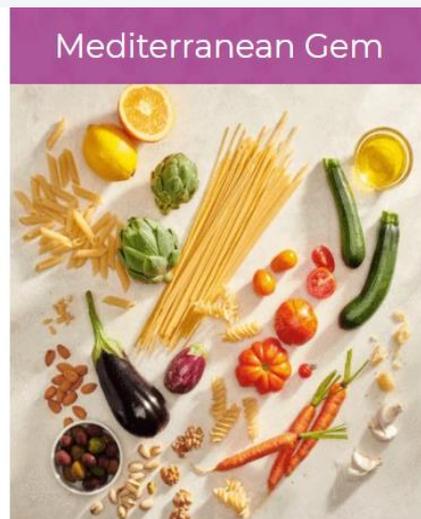
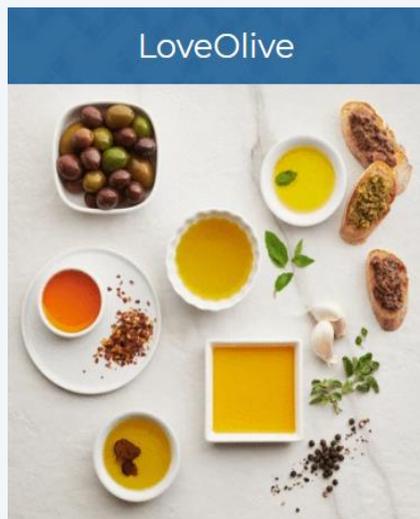
Challenge

The brand is looking to penetrate the B2B market and needs to build brand awareness and benchmark other players and competitors in the industry.

The goal is first to define and size up the market and opportunities to develop a solid B2B lead generation program.

Solution

IBDC executed a market research to define and implement the best B2B market strategy.



PANOS Brands

PANOS Brands® manages a unique portfolio of specialty food and beverage brands.

Initial Challenge

Upgrade the digital and social presences for 3 of its key brands: Amore® (Authentic Italian), Andrew and Everett® (Artisan cheeses) and KA-ME® (Asian). Millennials were a key demographic and the brands needed to broaden their appeal and identity to reach these digitally-savvy shoppers.

Solution

An influencer campaign, content hub and syndication strategy to evolve the way consumers perceived and engaged with the brands.

We mobilized creators around brand promises, key differentiators and messaging pillars to create beautiful photography, engaging articles and modern recipes.

We centralized content in agile hubs – to optimize workflow with PANOS and accelerate go-to-market timing. In addition to owned Facebook and Instagram channels, content hubs provided another channel for growth.

Results - First 6 months

Massive impressions and engagement via strategic targeting and continuously-optimized publication placement via syndication.

Amore

- 29MM impressions
- 142K engagements
- 32K clicks

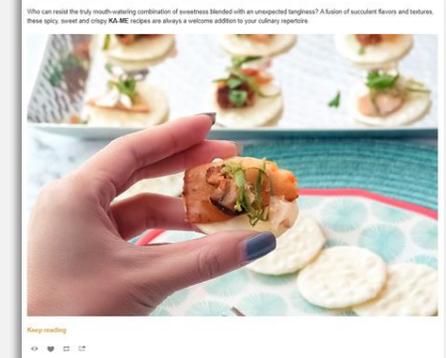
Video: Four Cheese Ravioli with Vodka Sauce



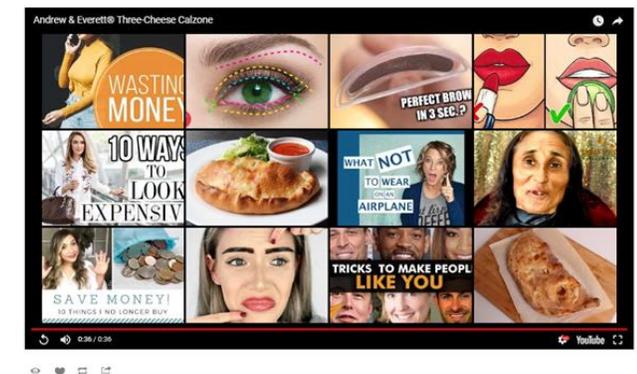
KA-ME

- 43MM impressions
- 126K engagements
- 43K clicks

Blending Flavors: Sweet & Spicy Asian Meals



Video: Three-Cheese Calzone



Andrew & Everett

- 33MM impressions
- 101K engagements
- 33K clicks

Malabar Spiced Liqueur

Develop and execute Malabar's Digital and Social Marketing strategy, including search engine optimization, pay-per-click Google Ads, social ad campaigns, community management and production of social media content, and photography.



drinkmalabar Your long weekend just got gummier. Simply submerge a package of gummy bears in vodka and Malabar Spiced Liqueur for an adults-only treat. #DrinkMalabar #FollowTheBird



drinkmalabar Spring is here, and that means spritzes are back in season. Don't miss this Spiced Berry beauty made with Malabar Spiced Liqueur, prosecco and campari, perfect for putting your feet up on the patio. #DrinkMalabar #FollowTheBird



drinkmalabar Weekends were made for Bloody Marys, and Malabar Spiced Liqueur is the perfect addition to your boozy brunch or hangover cure. 😊 #DrinkMalabar #FollowTheBird

Président Butter

Challenge

Assist Président, one of American's fastest growing, premium dairy product brands, with its roll out of Président Butter to 1,100 Publix supermarkets across the southeast USA.

Strategies

- Trade and consumer media relations
- Brand alliances, sampling and promotions
- An influencer ambassador program
- Social media campaign management

GET COOKING!

Recipes, Kitchen Gadgets, Cookbook Reviews, Gluten Free Recipes...

THE BEST BUTTER MY KITCHEN HAS EVER ENJOYED:
PRÉSIDENT BUTTER

September 29, 2014 By Jol Sigers

I may earn money or products from the companies mentioned in this post. This costs you absolutely no extra money (of course), it simply allows me to maintain the lifestyle my cats are accustomed to!



Food Embrace
Embrace Food, Embrace Life

ABOUT

ABOUT ANDREA

ABOUT FOOD EMBRACE

FOOD PHILOSOPHY

MEDIA

IN THE NEWS

Review: President Sea Salt Butter

NOVEMBER 14, 2014 ANDREA



President Butter recently contacted me and asked if I would be interested in reviewing their butter. President butter is made in Normandy France from the cultured cream of grassfed cows (The press release

MY CAROLINA KITCHEN

FOOD & TRAVEL ADVENTURES

I should have guessed it was the European butter to begin with. In the Bahamas European butters were available in even in the smallest of mom and pop stores throughout the islands. In fact, because of the duty and stamp tax, imported American made butters were more expensive than their European cousins, so we began to buy the European ones. Their rich and creamy flavor almost reminded me of a really good cheese. We quickly became spoiled by the European butters and never looked back.

Enter President's European style butter. I was offered the opportunity to try their butter and they sent three butters - stick, whipped, and whipped with sea salt. I made several different compound butters with the stick butter recently, see post here.



For this sandwich, I used President's whipped butter with the sea salt and it is fabulous on this smoked salmon sandwich. President Butter is France's #1 selling butter, where people consume more butter than anywhere else in the world. It is made cultured cream in the European tradition with no added oils. President Premium Butter is available in many supermarkets in the US, including Publix stores. We found President Butter to be rich and creamy and highly recommend it. In fact Meakin made the comment "This is killer butter." That's high praise.

To assemble this sandwich, slice a crusty French baguette lengthwise, open it and spread some butter, preferably European butter, on both sides of the bread. Top the bottom half of the sandwich with a sprinkling of fresh arugula or spring mix, top with slices of smoked salmon. Season to taste with freshly ground black pepper and salt if you wish. Slice into individual servings and enjoy. This is a great sandwich for a picnic. To make it portable, wrap the bottom half (or the entire sandwich for that matter) with parchment paper and tie with a ribbon or a piece of raffia.

Bon Appétit.



President Butter - Product Review

OCTOBER 25, 2014 | BY CHRISTINE | COMMENT



President Butter Product Review



Life through the eyes of cookie

Home About

Bookmark the permalink.

Yes, as a matter of fact, I am—during the two week wedding hiatus, there were miles and miles of brisk heat consumed walking but not the consistent fat burn of my basement nemesis. You saw me in that dress—You and I both know that there is still much work to be done—and oh, by the way, Publix has brought in a new butter.

Alvita Herbal Teas

Challenge

Celebrate Alvita's 90th birthday and the launch of three new organic teas: Elder Flower, Uva Ursi Leaves, and Black Cohosh Root and new product packaging for the entire line of teas.

Strategies

- Trade and consumer media relations
- Brand alliances, sampling and promotions
- An influencer ambassador program
- Social media campaign management

Results

Alvita Teas were featured in relevant top-tier media outlets, including *First For Women*, *Delicious Living*, *Vitamin Retailer News*, and *The Tea House Times*.

After having little to no social media presence prior, social media audiences grew over 100K%, with month-over-month growth of 20%.

Our influencer review program generated dozens of online reviews by influencers, expanding the brand's name recognition and reach substantially.



First for women (September 5, 2013)
The \$15 gizmo that triples fat burn

YOUR COLOR MIRACLE
Discover your best hair shade to look 10 years younger!

THYROID DISCOVERY
ONE SUPERFOOD =
• Fast metabolism
• Thick hair
• Brighter mood

STRESS LESS!
ANNE MACDONALD shares her favorite tension tammers

NEWS FROM TUFTS UNIVERSITY
THE SPICE THAT ENDS BELLY FAT

QUICK CURES
• Foggy thinking
• Achy tiredness
• Sore throat
• Insomnia

LOSE 6-9 LBS EACH WEEK + END BLOAT
The active ingredient in turmeric collapses midsection fat cells + powers up the liver by 89%

CELEBRATE FOR LESS Plus, 58% IMMUNITY, 80% JOINT PAIN

HAPPY HALLOWEEN CANDY COCKTAILS
It's your turn to relax!

Picks of The Trade

Bookkeeping by Alice Mackenzie
©2013 ISBN: 978-1-4621-1121-3
Step-by-step guide to bookkeeping, aiding pollination, parts of a hive and more. Learn the satisfaction of harvesting your own homegrown honey. Learn about uses of beeswax, how to make candles, types of bees and how they communicate. Very interesting and informative paperback.
cedarfirebooks.com

The Royal Scrapbook by Robert Owe ©2002, reprints in 2007, 2010, 2012. ISBN: 9780954795436 - A wonderful book depicting royal celebrations, coronations, weddings, jubilees, and births. The book is a very large hardcover overflowing with memorable moments of pomp and circumstance since Victorian times. Available at fine book stores and online. See page 6 for some images from the book.

Stacie Baker by Stacie Stewart
©September, 2013 ISBN: 978-1-909709-06-6 - With her shop called *The Baking Bakery* and having been a finalist on *Masters of Food*, you can bet Stacie knows a thing or two about baking. Her delicious recipes offer a retro twist and gluten-free delicacies as well. Features recipes for all seasons and Mother's Day & Valentine's Day! See page 4 for recipes. tpbook.com

Herbal Mist Teas - All natural teas combined with real fruit flavors. Sweetness may be chosen, pure cane sugar, green leaf stevia, or unsweetened. Herbal Mist Teas are enhanced with Yerba Mate, a natural herbal stimulant. Ten distinct flavors, 20 ounce bottles. Refreshing, and of course the diet variety has zero calories! herbalmist.com

BOOK OR PRODUCT REVIEW PROCEDURE: Mail along with a press release to The Tea House Times, PO Box 1049, Sports NJ 07871. We will only print a review if we find a book or product has positive attributes. Reviews are complimentary. TheTeaHouseTimes.com | | September/October 2013

VRNewProducts

Improve Bone Density
SCOTT'S VALLEY, CA—Source Naturals offers *MBP Bone Renew*, a supplement that aids in bone density. *MBP Bone Renew* (MSRP \$14.95, 30 capsules, \$28.50, 60 capsules; \$55.50, 120 capsules) works by increasing the activity of bone building cells and by making bones more receptive to calcium. *These ingredients have been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat or cure any disease.
Reader service #44 or call (800) 777-5677

Muscle Recovery Mix
CLARKSON, WA—Battelle International has debuted *MaxAbsorb MVP*, a nutritional all-natural powdered drink mix that supports muscle recovery, sustained energy, healthy digestion and optimum hydration. *MAXAbsorb* (MSRP \$25, 12-pk box) uses *Dribose* as the active ingredient to prevent soreness caused by physical exertion. Chelated minerals paired with bioavailable vitamins allow for maximum absorption of nutrients and electrolytes, according to the company.
Reader service #48 or call (800) 407-7238

Help Reduce Body Fat
MANDEVILLE, LA—*Quick Nutrition* now offers *BURN*, *BURN Clinical CLA Powder*. The product (MSRP \$39.95, 120 g) is an all-natural powder derived from safflower oil that can help reduce body fat, increase muscle tone, aid in blood sugar stabilization and cholesterol levels, and improve body composition, according to the company. It contains *Clonidine* (FDA approved for weight loss), an ingredient that may also offer anti-inflammatory and cardiovascular benefits.
Reader service #45 or call (855) 878-2784

Suppress Appetite
MONTREY, CA—*HealthGuard Wellness* has launched *Be Skinny*, a supplement in a 2-oz. shot that controls appetite and reduces food cravings. *Be Skinny* (MSRP \$41.88, 12-pk) uses ingredients that have been clinically tested to decrease hunger and to help melt away inches, the company stated. The formula includes a blend of cranberry extract, saffron extract and scutellaria tochiocosa extract, which suppresses appetite.
Reader service #49 or call (877) 685-1122

Plant-Based Protein
DRIVE BURNABY, BC, CANADA—The new *Vega One Starter Kit* from *Sequel Nutrition Inc.* offers plant-based nutrition in a morning pill. The starter kit (MSRP \$18.99, 15-oz) provides a dose of vitamins, minerals, 15 g of protein, 4 g of fiber and 1.5 g of omega-3, plus antioxidants, probiotics and greens, and just 120 calories per serving.
Reader service #50 or call (604) 945-1333

Relax Naturally
FAIRFIELD, NJ—*S&J Nature Products, Inc.* has introduced *Relax-V*, an all-natural way to provide a quick and healthy response to sudden anxiety, panic attacks, nervousness, irrational fear and momentary stress, according to the company. *Relax-V* (MSRP \$33.99, 20 tablets) contains a powerful herbal combination that calms the nerve endings in the stomach while providing support to open air and nasal passages. One tablet under the tongue is needed.
Reader service #51 or call (201) 289-5120

Crunchy Edamame
HUNTINGTON BEACH, CA—*Seapoint Farms* has launched *Crunchy Coated Premium Black Edamame*. This product (MSRP \$1.99, 3.5-oz. bag) is made with sea salt and a unique variety of black soybeans that is distinctly sweet and prized in Japan, the company stated. The snack is gluten-free, non-GMO and rich in protein.
Reader service #52 or call (888) 722-7098

deliciousliving

editor's note

Take a bite
Do you sometimes wish you could get personal recommendations for natural foods that are healthy and save great? This month, your wish is granted. On page 21, we present *Delicious Living's* Best Bites, our first-ever food and drink awards.

I'm so excited to see this longtime goal finally become a reality. With the recent addition of *Keycity Blackboard* to our team as senior food editor, the time was right. *Keycity* also covers food and beverage products for our sister publication, *Natural Food Merchandise*, and has a particular expertise in and passion for finding the best natural, organic, and of course delicious edibles and drinkables on store shelves, with a keen eye for non-GMO ingredients, innovative eco-friendly packaging, and special-diet considerations (gluten free, vegan, and the like).

Keycity took the reins on this inaugural project, gathering hundreds of nominations from manufacturers, retailers, and you, our readers, for favorites in 26 categories. Our staff then had the enviable job of trying samples, deciphering labels, and narrowing down the choices to the winners and finalists. We applied standards of clean ingredients and healthful properties, but the final selections remain subjective, to be sure (yes, we have a collective sweet tooth). In no uncertain terms, this list represents some of the best natural foods and drinks available. Did we honor or miss some of your favorites? I encourage you to take the list to your local store and pick up some new things to try—then post your agreements or debates on deliciousliving.com or our Facebook page. How each person chooses to eat healthily is, naturally, a matter of taste.

Elisa
Elisa Boly, Editor in Chief
@deliciousliving

What inspires me
Berries are an obvious healthy pick, but had no idea cauliflower also packs an amazing amount of vitamin C.
Gage 14.

Use Onewell's
I loved Onewell's recipe give new meaning to the term "power smoother."
Gage 35.

After spending time in the pool this summer,
I'm trying my new omega-3 blend (page 98) to keep my hair and scalp moisturized.

Elisa's product pick
Alvita teas
I'm enchanted by the gorgeous botanical illustrations inside each of these certified-organic, health-promoting herbal tea packets. Particularly tasty this month: ginger-peppermint—iced!

deliciousliving.com | July 2013

Andrew & Everett



Challenge

With the holidays fast approaching, Andrew & Everett (an organic cheese brand), had only a 6-day window to promote its festive holiday ideas for a cheese fondue and cheese tree board.

Goal

Increase brand awareness and drive traffic to Andrew & Everett's recipe pages during a 6-day period.

Strategies

- We created two (2) campaigns with 39 personas.
- The 39 personas were geo targeted by retailer/product.
- The retailer's Facebook page was tagged in the ad copy.

Results from Two 6-day Campaigns

- **87,984** impressions
- **1,042** engagements (likes, comments, shares and clicks) on Andrew & Everett's social media channels and website.
- Achieved **57% better than the industry average** click-through rates and cost-per-clicks.
- A **1.57% click-through rate** and a **\$.98 cost-per-click**.

Andrew & Everett
Sponsored · 🌐

The holidays are all about gathering around the table with your loved ones. Bonus points if our Cheesy Garlic Fondue made with our clean ingredient, hormone-free Melting Cheese at Outpost Natural Foods Co-op is at the center of that table. #UdderlyTheBest #HormoneFreeCheese

ANDREWANDEVERETT.COM
Melting Cheese Fondue
Cheesy Garlic Fondue Print Recipe Cheesy Garlic Fondu...
6 likes · 2 Comments · 5 Shares

Andrew & Everett
Sponsored · 🌐

Short on time this holiday season? Of course you are. Let us help with this easy-to-make cheese board prepared made with our hormone-free cheeses found at Earth Fare. #UdderlyTheBest #HormoneFreeCheese

ANDREWANDEVERETT.COM
Holiday Cheese Tree – Andrew & Everett 2018
Holiday Cheese Tree Print Recipe Holiday Cheese Tree...
Bobby Sonja Headrick, Kelle Clarke and 10 others · 2 Shares

Harry's Steakhouse

Objectives

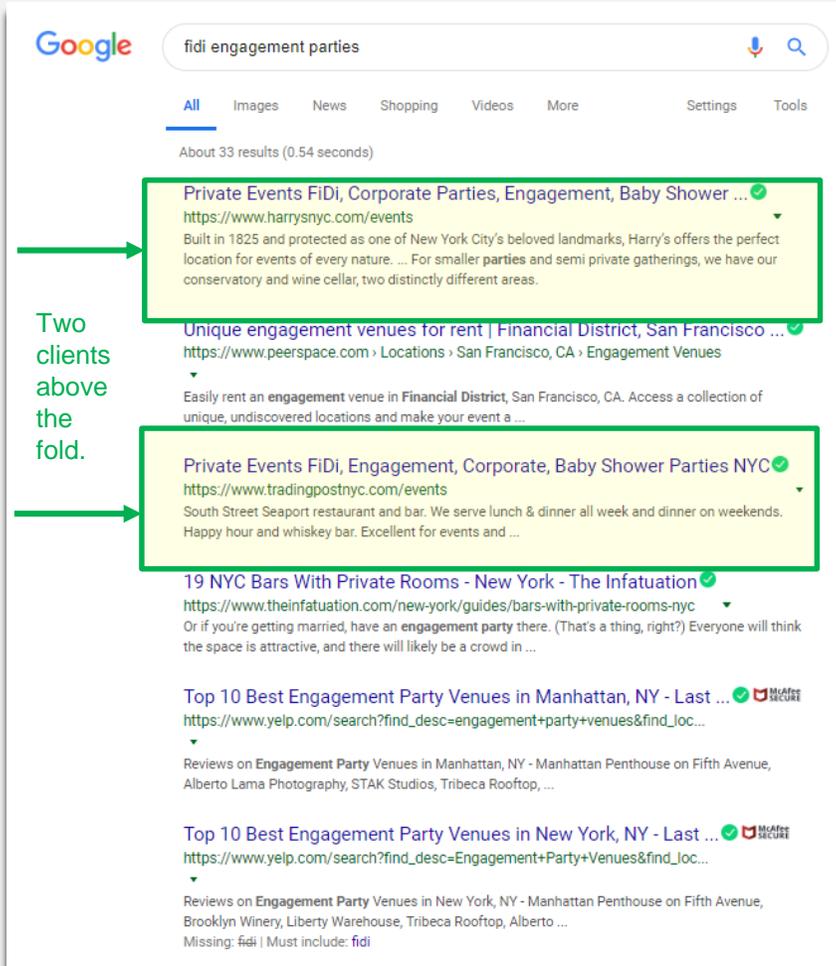
Establish Harry's as the leading steakhouse in the Financial District of New York City, and a "go-to" event venue for local professionals.

Strategy

Through a fully integrated marketing campaign leveraging SEO, PPC and social marketing, we were able to reach local professionals and tourists seeking an event, meeting and restaurant venue. We ensured top positioning in Google for steakhouse and event-related terms using the same search language that our audience would use when seeking a venue tailored to their needs. For example, we achieved top rankings in Google for search terms such as "FIDI Steakhouse", "Brunch FIDI" and "Private Events FIDI".

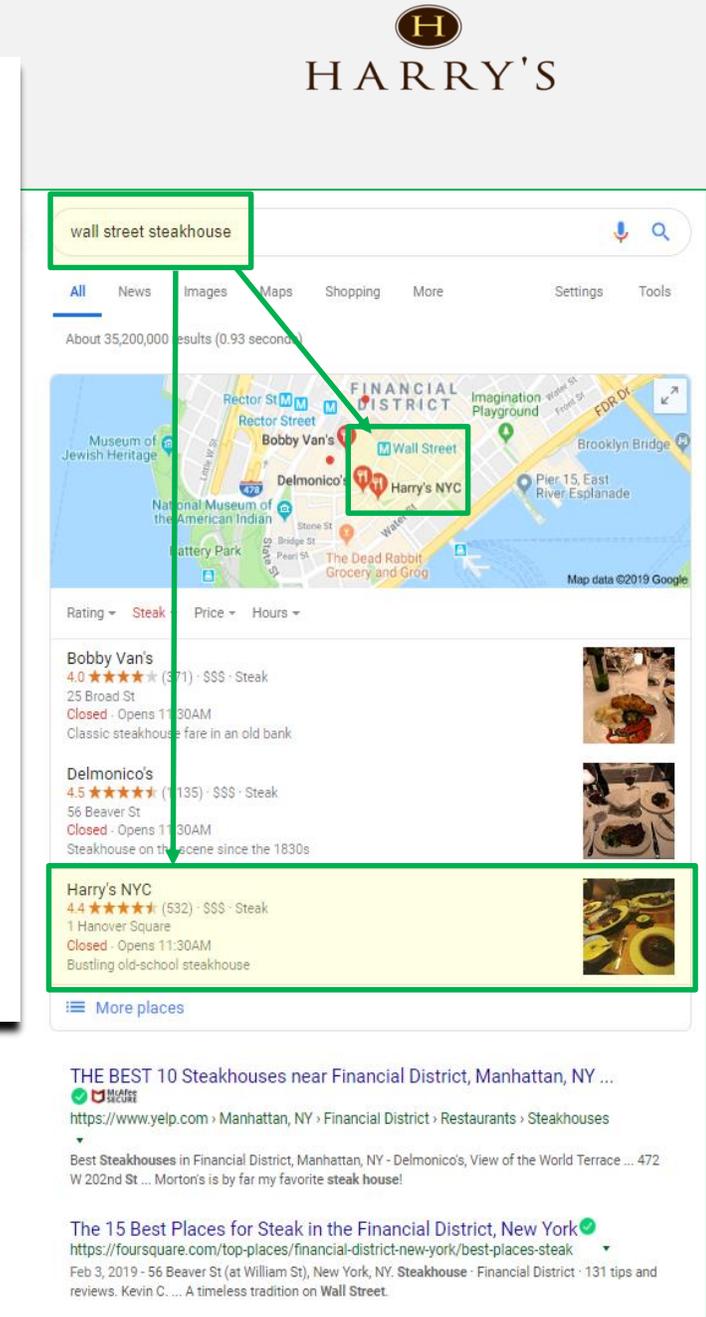
Results

- Within the first 30 days, we secured local rankings for desired search terms in NYC.
- Within 60 days, we increased qualified website traffic by 32%.



HIGHLIGHTS!
Positioned in Google as THE Steak House in FIDI (Wallstreet)

Increased visitors by 32% in 60 days



The Malt House

The Malt House is an American Tavern craft beer & cocktail destination with two New York City locations: Greenwich Village and the Financial District.

Objective: Increase in-restaurant sales for brunch, happy hour and dinner by targeting local business professionals and tourists. Rank at top of Google page 1 local search results for specific key terms.

Strategy: Combine SEO, PPC and social advertising. To attract local professionals, secure high positions for keywords related to Happy Hour and serve social ads based on job titles and geo-surrounding companies, investment groups and law firms. To attract tourists, secure high positions for keywords related to brunch, lunch and dinner, and serve ads to those who recently traveled to NYC.

Results: Increased web traffic by 62% and secured #1 ranking for all GEO-specific restaurant terms in NYC Financial District, including “FIDI Restaurants” and “FIDI Bars”. Similar results were achieved for the Greenwich Village location.

HIGHLIGHT! By targeting tourists at a local NYC attraction, we increased first-time patrons by 85%!

A screenshot of a Google Maps search for "fidi bars". The search bar at the top contains "fidi bars". Below the search bar, there are tabs for "All", "Maps", "Shopping", "Images", "News", "More", "Settings", and "Tools". The search results show "About 938,000 results (0.79 seconds)". A map of the Financial District in NYC is displayed, with a red pin marking "The Malt House" at 9 Maiden Ln. Below the map, a list of results is shown. The top result is "The Malt House" with a 4.3 star rating, 820 reviews, and "\$\$ - American" price range. Below it are "Stout NYC ~ FIDI" (4.1 stars, 561 reviews, "\$\$ - Irish Pub") and "Broadstone Bar & Kitchen" (4.2 stars, 477 reviews, "\$\$ - Grill"). A "More places" link is visible at the bottom.

A screenshot of a Yelp article titled "The Best 10 Bars near Financial District, Manhattan, NY - Last ...". The article URL is "https://www.yelp.com/Manhattan, NY - Financial District - Nightlife - Bars". The article content lists "Best Bars in Financial District, Manhattan, NY - The Dead Rabbit, White Horse Tavern - Financial District, Iron Horse NYC, River Lounge, The Malt House, The ...". The Malt House is highlighted with a green box. Below this is another article titled "The Best 10 Cocktail Bars near Financial District, Manhattan, NY (with ...)" with a similar URL structure and content listing "Best Cocktail Bars in Financial District, Manhattan, NY - The Dead Rabbit, Five & Dime, Mailroom, Cedar Local, Sugar Momma, The Cauldron NYC, The ...".

A screenshot of a Google Maps search for "fidi restaurant". The search bar at the top contains "fidi restaurant". Below the search bar, there are tabs for "All", "Maps", "Images", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 14,100,000 results (0.69 seconds)". A map of the Financial District in NYC is displayed, with a red pin marking "The Malt House" at 9 Maiden Ln. Below the map, a list of results is shown. The top result is "The Malt House" with a 4.3 star rating, 820 reviews, and "\$\$ - American" price range. Below it are "Il Brigante" (4.3 stars, 283 reviews, "\$\$ - Italian") and "Blue Ribbon Federal Grill" (4.4 stars, 158 reviews, "\$\$ - Restaurant"). A "More places" link is visible at the bottom.

A screenshot of a Yelp article titled "16 Standout FiDi Restaurants and Bars - Manhattan - Eater NY". The article URL is "https://ny.eater.com/maps/fidi-battery-park-city-restaurants-bars". The article content lists "16 Standout FiDi Restaurants and Bars. Where to eat in the Financial District and BPC. by Patty Diez Aug 30, 2017, 10:47am EDT. The Dead Rabbit Grocery and Grog. Copy Link. 30 Water St. Bombay's Indian Cuisine. Copy Link. Kome Waza. Copy Link. Sunrise Grill. Copy Link. Delmonico's. Copy Link. Fuku. Copy Link. Pearl ...". The Malt House is highlighted with a green box. Below this is another article titled "The Best Places To Eat In The Financial District ... - Manhattan" with a similar URL structure and content listing "Augustine. 5 Beekman St. \$\$\$ - French. The Dead Rabbit. 30 Water St. \$\$ - American, Bar Food, Briti... The Wooly Public. 9 Barclay Street. \$\$ - American, Bar Food. Luke's Lobster. 26 S William St. \$ - American, Seafood. Schilling. 109 Washington St. Pilsno. 97 Nassau St. Felice 15 Gold Street. 15 Gold St. Fish Market. ...".



We look forward to contributing to your success!

IBDC offers food & beverage businesses “one-stop” shopping with turnkey comprehensive solutions that include customizable business development and marketing programs to develop your business in North-America.

Our team of experts is made of business developers, trend watchers, problem solvers, strategists, social marketers who leverage years of experience working with and advising global brands to help you introduce your products and grow your business in the North-American market.

