





WE KNOW FOOD. WE LOVE FOOD.

Savor is a full-service marketing communications agency. So, yes, we are skilled at building brands and increasing sales by developing marketing strategies and executions (planning, collateral materials, web, social media, PR*...).

Even more than that, we are food & restaurant focused. We subscribe to the food publications. We attend the food trade shows and events. And, we regularly interact with restaurants, associations, journalists and chefs to keep up on the latest trends and the state of the restaurant and hospitality industry.

This means that when you sit down to discuss your marketing communications with us, we understand the complexities of marketing your restaurant and can recommend strategies and executions based on your needs that have been successful for our other clients.

Best of all, we think you'll like working with us. We're a fun, creative group that makes the process of promoting your restaurant as simple, organized and straightforward as possible for you.

What else should you know about us? Our company has been food-centric since 2005. We're located just north of Chicago in Evanston, IL. We're woman-owned. We all like chocolate. But, can't agree on what kind.

We'd love to learn more about your company. Contact Seth Bender at sbender@savoragency.com or 847.556.7511 right now.

Or, first, take a look at the work we've done for other food companies and restaurants and get a sense of our capabilities...

Enjoy!

*Flip to the next page to see our Menu of Services.



OUR MENU OF SERVICES

Our list of services includes (but is not limited to):

Marketing Strategy

- Research
- Marketing Plan
- Promotions Calendar

Digital Marketing

- Websites
- Email Marketing
- Search Engine Marketing
- Search Engine Optimization
- Banner Ads
- Blogs
- Social Media
- Digital Listings (Yelp, etc.)

Brand Identity

- Brand Positioning/Focus
- Logo Development
- Signage

Collateral Materials

- Menus
- Brochures
- Package Info
- Check Presenter Inserts
- Table Tents

Public Relations

- Plan Development
- Media Outreach
- Blogger Campaigns
- Sponsorships
- Promotions
- Events

Advertising/Direct Marketing

- Ads
- Postcards/Mailers/Letters
- List Development & Analysis

Savor is a full-service, marketing communications agency. We help restaurants like yours build brands and increase sales through such tools as marketing plans, PR, websites, social media, etc.

But, the trait you'll find the most enjoyable is our passion for all things food. And isn't that what you've been looking for? Someone who knows your industry and has a passion for it equal to your own?



Media Highlights

savor
the food agency

FOX News at 12 noon | Francesca's
Date: March 8, 2017
Audience: 50,431
No Link



Francesca's Celebrates National Meatball Day!



Make it Better | Disotto
Date: May 17, 2017
Online Media Impressions (LMI): 278,101
Link: <http://www.makeitbetter.com/shows/make-it-better-5-things-to-do-may-19-21/>

make it better
5 Things to Do: May 19-21

Disotto Anniversary Wine Dinner




Photo courtesy of Disotto.

May 19
Highland

The team at Disotto is celebrating their first anniversary with a five-course chef's tasting menu and Italian wines. Reservations can be made by phone (312.763.9450) or in person.

WLUP-FM 97.9 Mancow Morning Show | Francesca's
Date: February 23, 2017
Audience: 1,217,300
Link: <http://www.wlup.com/2017/02/23/psychic-rebecca-robin-john-the-mancow-mancow-for-979/>




Yelp Elite Event: Increased reviews and exposure while improving the overall rating and making top Yelpers fans of the restaurant.

Yelp's Elite Week at Davanti Enoteca!

23 reviews

Write a Review Add Photo Share Bookmark

Yelp Events

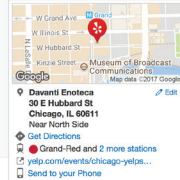
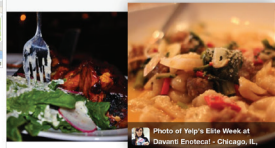



Photo at Yelp's Elite Week at Davanti Enoteca - Chicago, IL

"My +1 and I decided to go with the Burrata, **Veal Meatballs**, Bistecca Davanti, Asparagus and Ricotta Filled Pasta and a couple glasses of wine." in 4 reviews



"The **Brown Butter Blondie** was warm and gooey, topped with maple gelato, caramel sauce, and almonds." in 2 reviews

Edit business info

Hours

Add business hours

WLS-AM "The Steve Dahl Show" | Francesca's
Date: May 12, 2017
Online Media Impressions (LMI): 730,692
WLS-AM Audience: 564,300 (Audience for Steve Dahl Show unknown)
Link: <https://m.soundcloud.com/wls-850/95815/episode-12-2017-the-steve-dahl-show>

Chicago Tribune | Francesca's
Date: June 13, 2017
Online Media Impressions (LMI): 53,718,915
Link: <http://www.chicagotribune.com/story/entertainment/dining/2017/06/13/francescas-18-fathers-day-food-and-drink-specials-around-chicago-and-suburbs/1046667001/>

Chicago Tribune

18 Father's Day food and drink specials around Chicago and suburbs

Father's Day doesn't quite bring out the brasserie crowd the way the matrimonial counterpart does. But, hey, that's the least two Chicago residents understood this, at least, and there are plenty of different food and drink deals at restaurants and bars around the city this weekend (and most of them will easily turn the girl crowd in 70% to pull dad away from the grill, and let someone else handle the grubs, so you can get some quality family time).

Francesca's: Dads go gaga for the day (with the purchase of an entree) at all of Francesca's locations, including souper dining, and get a free one for father. Location: wgsy, www.francescas.com

FOX News | Francesca's
Date: April 10, 2017
Audience: 50,431
No Link



Easter at Francesca's and Cubs Opening Day Doughnuts




Blogger Event: Increased mentions on social media and built relationships with local bloggers.

Daily Herald | Francesca's
Date: June 17, 2017
Online Media Impressions (LMI): 1,083,907
Link: <http://www.dailyherald.com/story/entertainment/dining/2017/06/17/francescas-offers-free-dinner-for-dad-on-fathers-day/1046667001/>

Daily Herald

Dining events: francesca's offers free dinner for dad on Father's Day




Dads eat free at Francesca's

Dads eat for free on Father's Day at Francesca's Restaurants throughout the suburbs with the purchase of one entree. Family dinner offered Sunday includes two popovers, spaghetti, a roasted chicken half with broccoli, cherry tomatoes, mushrooms, sautéed asparagus, garlic, and white wine for \$15. For the girls, adults also receive a seasonal half-chicken with garlic, olives, mushrooms, zucchini and olive oil served with roasted potatoes. Francesca's Restaurants has locations in Arlington Heights, Barrington, Deerfield, Lake Forest, Naperville, Northbrook, St. Charles, West Dundee and other suburbs. #allfrancescas

WLXZ-FM 102.3 Jimmy & Lisa Morning Show | Disotto
Date: Feb 24, 2017
Audience: 231,000





Bitches Who Brunch | Francesca's
Date: March 13, 2017
Online Media Impressions (LMI): 41,862
Link: <http://www.bitcheswhobrunch.com/francescas-bitches-who-brunch-13-march-13-17/>



Bitches Who Brunch

This Week in CH: March 13 - 17

Chicago sure did throw a party this weekend and the audience doesn't stop there. As we sat our checks forward yesterday and jump into spring, the anticipation of dining in *francescas* (and *disotto*) didn't slack and we're in for a great weekend!



Friday

It is the third Friday of Lent and Francesca's Restaurants are helping you stick to penitence Friday with its additional seafood supper menu available every Friday throughout Lent. Regardless of your personal spiritual practices, who needs meat when Francesca's seafood suppers with its year-round are served over mixed greens dressed with a balsamic lemon vinaigrette will surely do the trick? To make a reservation, click <http://www.francescas.com> - 321 N. Clark St., Chicago, IL



Francesca's Restaurant Group Brand Strategy & Public Relations

FRG wanted to increase media coverage of its three Italian restaurant concepts (26 locations) to both encourage return visits from past patrons and reach new audiences. In collaborating with the FRG team, we pulled out efforts from their marketing plan that would resonate with the media while also providing additional ideas (such as Yelp Elite and Blogger Events). All three restaurants saw steady coverage across TV, radio, print and online in the first six months of this year with over 60 media mentions accounting for 300 million impressions and over 100 social media mentions from media accounts blasted out to a combined 250,000+ followers.

WIN FREE DOUGHNUTS!!!

Our new Maple Bacon Donut John Mascot needs a name. TO ENTER, COMMENT BELOW WITH YOUR NAME SUGGESTION. OR, TAG US (@BGGGLAZED) WITH THE HASHTAG #GLAZEDANDINFUSEDDOUGHNUTS WITH YOUR NAME SUGGESTION. Then celebrate #NationalDonutDay with us Friday, June 2 in our stores.

Enter by midnight CST 5/30/17. We'll announce our favorite on 5/31/17 and ONE winner will receive a \$150 gift... [See More](#)

Win Free Doughnuts for a Month!!!

Our new Maple Bacon Donut John Mascot needs a name. TO ENTER, COMMENT BELOW WITH YOUR NAME SUGGESTION. OR, TAG US (@BGGGLAZED) WITH THE HASHTAG #GLAZEDANDINFUSEDDOUGHNUTS WITH YOUR NAME SUGGESTION. Then celebrate #NationalDonutDay with us Friday, June 2 in our stores.

Enter by midnight CST 5/30/17. We'll announce our favorite on 5/31/17 and ONE winner will receive a \$150 gift... [See More](#)

Tag Photo Add Location Edit

Like Comment Share

👍👍👍 94 Chronological

26 shares 233 Comments

View previous comments

Katie Richert Sticky Szilve
Like · Reply · Message · May 30 at 8:26am

Write a comment...

 **Glazed and Infused**
@goglazed

(1/2) This **#MemorialDay** we honor the 100th anniversary of Doughnut Lassies-These brave **@SalvationArmyUS** women served doughnuts to WWII troops



10:30 AM - 29 May 2017

3 Retweets 6 Likes



Glazed and Infused
@goglazed

Something BIG is coming for
#NationalDonutDay & we'll need ur help.
Check BAC-ON Twitter this wk for a contest
announcement. **#GlazedNameGame**



8:15 PM - 23 May 2017

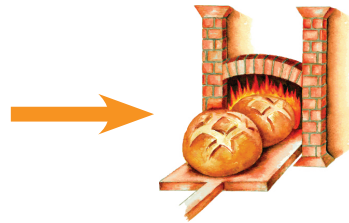
2 Retweets 16 Likes



This doughnut purveyor's marketing team was short-handed heading into National Doughnut Day. Since we were already managing their PR and had a hand in crafting the promotions leading up to the "holiday", we asked if we could provide social media support as well. For a two-week period, we took over their Facebook, Instagram and Twitter accounts as well as managing their ad spends and a naming contest for their new mascot. The social media promotion resulted in over 250 entries in the contest, over 200,000 impressions and 136 new followers on Facebook and Twitter and over 4,000 likes on Instagram... Plus, lines out the door at all their locations.



Old Logo



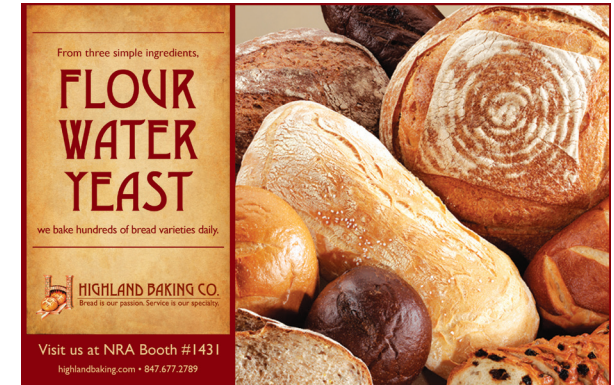
Redesigned Logo

HIGHLAND BAKING CO.
Bread is our passion. Service is our specialty.

Brochure



Restaurant Trade Ads



Email Marketing



Highland Baking Co. Marketing Program & Executions

We rebranded this bread baker (top left) based on results of positioning research and developed marketing efforts that promoted its high quality products and exceptional service with a specific message depending on the target (fresh bread for local, frozen for national). Efforts included: email marketing, print ads, brochures (all shown) as well as creating and managing their marketing plan, website, collateral materials, sell sheets and folders, truck signage and a trade show booth.



DINE-IN · CARRY OUT · DELIVERY · CATERING

SUNDAY - THURSDAY 11:00AM - 9:30PM

FRIDAY & SATURDAY 11:00AM - 10:30PM

312.345.1234

30 S. MICHIGAN AVE, CHICAGO, IL 60603

HOTWOKSCOOLSUSHI.COM

HOT WOKS
DINE-IN CARRY OUT DELIVERY CATERING
COOL SUSHI

312.345.1234

SUNDAY TO THURSDAY 11:00AM - 9:30PM
FRIDAY & SATURDAY 11:00AM - 10:30PM
30 S. MICHIGAN AVE, CHICAGO, IL 60603
HOTWOKSCOOLSUSHI.COM

[illegible]

This Asian fusion restaurant chain wanted to better attract the younger demographic that lived in the areas surrounding its Chicago locations. Up to this point, they had always had their printer design their take out menus—a recipe for good print pricing but boring visuals. They needed to stand out from the crowd. We worked with them to spice up their menu, so it both better communicated their food offerings and provided them with a fun, more trendy image that would appeal to their target.



Direct Mail / Handout



Grand Opening Event



Häagen-Dazs • Popcorn Palace Direct Mail/Grand Opening

When this ice cream shop/popcorn emporium opened a new location in downtown Naperville, we partnered with the franchise owner to get the word out. For the mailer, we purchased a targeted list, developed the piece and coordinated printing and mailing (this piece was also handed out at local events and busy spots). Even more, we developed ads for the local papers, planned the Grand Opening Party, reached out to local media and secured a ribbon cutting with the mayor of Naperville (top right). It was quite an introduction that resulted in thousands of visitors right off the bat and good awareness in the community.

picnic

American picnic fare with a modern twist

Menu



Website



Email Marketing Campaign



Picnic Restaurant Concept

We worked directly with the founder/executive chef of this restaurant to develop a positioning (fun play on picnic food), brand strategy, brand identity (see logo) and executions (menu design, website, email marketing) to promote this new concept.

Hungry for more?

To see additional work and discuss how we can serve you up marketing and PR support, contact:

Seth Bender, Partner

847.556.7511

sbender@savoragency.com

savoragency.com • [@savoragency](https://www.instagram.com/savoragency) • [facebook.com/savoragency](https://www.facebook.com/savoragency)