

# FOOD & BEVERAGE O'Dwyer's Guide to: PR FIRMS

■ 3.10



Members of the Carmichael Lynch Spong Food and Beverage Practice Group manage celebrity spokesperson relationships with high-profile chefs such as Alton Brown and Michael Symon. Pictured are team members with Michael Symon (second from left) at an event sponsored by Calphalon.

## ALLISON & PARTNERS

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**Scott Allison, CEO**

Clients with a passion for food turn to Allison & Partners for marketing and public relations programs that drive trial, preference and sales. Whether it's launching products, reaching the crème-de-la-crème of influencers, maximizing sponsorship ROI, or making a restaurant the place to see and be seen, our team of consummate foodies bring fresh ideas to influencers in the media and beyond. With experience growing some of the world's leading food, restaurant, beverage, wine and spirits, nutrition and CPG brands and nine full-service offices across the US, our capabilities include: product launches, positioning and branding; publicity and media tours; events and promotions; restaurant openings; sampling and tasting events; social networking; retail marketing; sponsorships and cause marketing programs.

## BLAZE PR

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**Craig Rexroad, President**  
**Karen Gee-McAuley, Exec. VP**

BLAZE is a nationally recognized Silver Anvil award-winning PR firm that attracts compelling and aggressive consumer brands that need to win.

For two decades, BLAZE has produced integrated, pragmatic, bottom-line responsive campaigns for food, beverage, travel and consumer clients, such as The Habit, Ruth's Chris, Original Road House Grill, 7-Eleven, Mimi's Café, House of Blues, Hiram Walker and more. BLAZE also provides fully integrated, in-house social media capabilities and utilizes this medium with traditional strategies to help our clients meet their goals, whether it is filling a restaurant mid-week, increasing distribution channels or increasing catering business.

We succeed for our clients because we realize that public relations is the effective and strategic use of media and other communications channels to realize our clients'

goals. Our integrated approach allows our clients to find their "voice," determine the correct "channel" and realize their business objectives through a mix of communications tools and creative strategies.

BLAZE is headquartered in Santa Monica, CA with offices in Santa Barbara and New York.

## CARMICHAEL LYNCH SPONG

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**Douglas K. Spong, APR, Pres.**  
**Grete Krohn Lavrenz, Principal, Chair, Food and Beverage**

If you can no longer stomach the same stale, tasteless ideas, perhaps it's time for some fresh thinking. Carmichael Lynch Spong leads the food, beverage, nutrition and wellness arena — representing some of the biggest brands.

Our list of envied food and beverage clients includes: retail (Noodles & Company); packaged goods (Jack Link's Beef Jerky); ingredient brands (Martek); food processing (Cargill) and cookware (Calphalon).

We work with food industry leaders, consumer groups, chefs, nutritionists, commodity groups, regulatory organizations and experts in general, on a regular basis. Our relationships go beyond media. We know the right people to target with the right program, product, campaign or cause. And they know us.

## COHN & WOLFE

292 Madison Avenue  
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**Stephanie Marchesi, Pres., NY**  
**Michael O'Brien, President, Global Consumer Marketing**  
**Donna Fleishman, Pres., Atlanta, Food & Beverage Specialist**  
**Barbara Cohen, SVP, Food & Beverage Specialist**

Cohn & Wolfe, a subsidiary of

WPP, is a leading communications firm with an impressive food and beverage offering led by talented professionals who have represented clients in every aisle of the supermarket as well as some of America's favorite foodservice establishments. We've launched hundreds of new products, developed nutrition education programs for consumers of all ages and know how to engage media, influencers and consumers on and offline whether promoting pantry staples or the latest premium organic products. Cohn & Wolfe's food/beverage clients include: J.M. Smucker Company, Jif, Crisco, Pillsbury, Hungry Jack, Green & Black's Organic Chocolate, Olive Garden, Red Lobster and Taco Bell.

## CONE

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**Bill Fleishman, Managing Director & Executive Vice President**

**Peggy O'Shea Kochenbach, MBA, RD, LDN, Vice President**  
**Jill Tobacco, MPH, RD, Director**

For almost three decades, Cone has earned a reputation for building strong brands in the food and beverage industry. We provide best-in-class communication strategy, talent and creativity to drive business growth for leading brands, such as Nestlé Waters North America, Lindt and General Mills. We understand that extraordinary results must begin with experts who possess a keen understanding of your business, your brand and its connection to society. With two registered dietitians on staff, we can communicate the distinct attributes of your brand, including the health and nutritional benefits of foods and beverages. The depth of our experience in working with associations and marketing boards and our carefully tailored approach to your communications allow us to deliver campaigns that are authentic, credible and relevant.

We are ready to share our creativity, passion and commitment along with a full range of services. We specialize in food and beverage new product launches, influencer programs, media events, new media executions, promotions and celebrity campaigns.

**COYNE PUBLIC RELATIONS**

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1065 Avenue of the Americas  
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**Tom Coyne, CEO**  
**Richard Lukis, President**  
**Lisa Wolleon, Vice President**  
**Meghan Flynn, MS, RD, Director of Food and Nutrition**  
**Stacy Becker, Assistant Vice President**

Coyne PR is one of the nation's leading independent public relations agencies with extensive experience in the food and beverage category. Coyne PR combines sound strategic counsel with cutting edge creative elements to achieve superior communications goals for its clients. The agency represents some of the world's largest food and beverage companies and brands, including General Mills, the Hershey Company, the Campbell Soup Company, AMP Energy Drink (Pepsi Beverages), and Old Bay. In addition to the consumer packaged goods work, the agency has grown its Nutrition and Wellness practice, most notably with the arrival of Meghan Flynn, MS, RD. The Coyne PR team is comprised of experts in product launches, brand building campaigns, tradeshow support, events, sponsorships, contests, promotions, cause marketing, influencer outreach, crisis management and social media. The agency has also worked with General Mills to create an extensive blogger network, MyBlogSpark, which helps connect brands with bloggers. In 2009 Coyne PR was named 2009 Midsize Agency of the Year by *PRWeek* and *PR News*, as well as 2009 Consumer Agency of the Year and 2009 Best Agency to Work For in America by *The Holmes Report*.

**CRT/TANAKA, LLC**

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**Patrice Tanaka, Co-Chair, Chief Creative Officer**  
**Ellen LaNicca Albanese, Executive Vice President / Consumer**

CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbe<sup>SM</sup> workplace culture and approach to business. Headquartered in Richmond, Va., and New York, with offices in Los Angeles, Washington, D.C. and Norfolk, Va., CRT/tanaka specializes in four practice areas — Consumer, Health, Corporate and Interactive/Social Media. The agency has been recognized with more than 300 national and regional awards for its strategic counsel, creativity, workplace culture and community service. Clients include Wines from Rioja (Spain), the Federation of Quebec Maple Syrup Producers, Performance Food Group, Air New Zealand, Cambria Suites (Choice Hotels), BISSELL Homecare, Charles Schwab & Co., Girl Scouts of the USA, Council for Responsible Nutrition and Sprint Nextel.

Other food and beverage brands that CRT/tanaka has represented include Atkins Nutritionals, Godiva Chocolatier, Walnut Acres, Newman's Own, Cocktails by Jenn, De'Longhi, Lipton Recipe Secrets, Maille Mustard, Lea & Perrins, Consorzio Pecorino Romano, Hostess Snack Cakes, Coors Brewing Co., Stolichnaya Russian Vodka, Korbel Champagne, Noilly Prat Vermouth, Krispy Kreme Doughnuts, Eskimo Pie and The Switch Beverage Company.

**DUBLIN & ASSOCIATES**

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San Antonio, TX 78212  
210/227-0221  
www.dublinandassociates.com

**Jim Dublin, CEO**  
**Mary Uhlig, President**

Dublin & Associates is a full-service strategic communications firm with extensive experience serving food industry clients. We

have worked with food and consumer companies including Pioneer Flour Mills, Pace Foods (Campbell Soup Co.), the Coca-Cola Bottling Company of the Southwest, NatureSweet Tomatoes, Luby's Cafeterias, Taco Cabana, the Culinary Institute of America, the New Braunfels Smokehouse, and food / entertainment promotional firms such as Hispano USA. We provide national and regional media coverage, special event planning and Hispanic market outreach. We work closely with clients to develop strategic initiatives and publicity campaigns that focus on client marketing goals and bottom line results.

**EDELMAN**

200 East Randolph Street  
Chicago, IL 60601  
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www.edelman.com

**Janet Cabot, President, Central Region & U.S. Food & Nutrition Practice Lead**

Food is about much more than nourishment. It is about the con-

vergence of good health, great taste, values and beliefs, and politics. With more than a decade of proprietary research, Edelman offers its clients deep expertise and multifaceted strategies that engage today's continuum of stakeholders along the food chain. On staff Edelman counselors include noted experts Susan T. Borra, RD, former President of the International Food Information Council Foundation and Mary K. Young, MS, RD, former Vice President of Nutrition at the National Cattlemen's Beef Association, 12 Registered Dietitians, and health and digital communication practitioners who address food communication needs with all constituents from food policy opinion elites to health professionals and ultimately, consumers.

Edelman's deep food, nutrition and wellness expertise has created longstanding client relationships with Starbucks, Dairy Management, Inc. (DMI), Kraft, Butterball, American Egg Board, Quaker, the American Heart Association and the Mushroom Council among others.



**FINEMAN PR**

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www.finemanpr.com

**Michael Fineman**, *President*  
**Lorna Bush**, *Vice President*  
**Heidi White**, *Vice President*

Fineman PR, founded in 1988, specializes in Brand PR and crisis communications for food and beverage clients. Our strength is building strong and appealing brand identity for our clients. Our award-winning public relations programs are creative, strategic and consistently exceed client objectives.

Our experience includes work with Foster Farms Poultry, Foster Farms Dairy, Nunes Company / Foxy Foods, Diamond of California, Fantastic Foods, Fresh Express Farms, Clif Bar, Odwalla, Nancy's Specialty Foods and The Republic of Tea. The agency also works with wineries and wine-related companies, including a marquee wine client list during the last several years that include Derenoncourt California, Montesquieu, Stag's Leap Wine Cellars, Hanzell Vineyards, Chateau Montelena, Kendall-Jackson Wine Estates, Constellation Wines U.S., Landmark Vineyards, Wine Institute and Seguin Moreau.

**FLEISHMAN-HILLARD**

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Practice Group Leaders:  
**Janet Greenlee**, *Austin*  
**Shelly Kessen**, *Sacramento*  
**Melissa Novak**, *Kansas City*

Communicating within the food and agribusiness industries has never been more challenging. Globalization and demographic shifts are ushering in an exciting new world of foods and flavors. The explosion of chronic health issues caused by aging and obesity demand a better understanding of food's roles in health and wellness. Our desire for a safe, secure food supply is bringing greater scrutiny about how our food is produced,

packaged and shipped.

Fleishman-Hillard's Food & Agribusiness practice has a unique "farm to fork" perspective and is dedicated to help identify, understand, and manage the increasingly complex trends and issues affecting business. The practice offers a full range of integrated communications services — including public relations, public affairs, digital communications, advertising and event marketing — on a global scale. The practice is integrated with the firm's Sustainability practice to build communications around this increasingly important operational focus.

Clients include: Bumble Bee Seafoods, California Table Grape Commission, California Raisin Marketing Board, ConAgra Foundation, Desert Glory, Dow, AgroSciences, Fisheries Council of Canada, Flour Fortification Initiative, Gatorade, GLG Life Tech, Hamdi Ulukaya, IHOP/Applebee's, Kansas Beef Council, Kubota Tractor Corporation, Mars, Maple Leaf Foods, Midwest Dairy Association, Mirassou Winery, National Mango Board, Nutrients for Life Foundation, PepsiCo, Perdue Farms, SunSweet Growers, Texas Sweet Citrus, Tri-Lamb Group, Tropicana, U.S. Potato Board.

**FOODMINDS, INC.**

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**Laura Cubillos**, *RD; Bill Layden; Sue Pitman*, *MA, RD; Partners*

A food and nutrition company that harnesses science, public affairs and communications, FoodMinds' vision is to be a trusted partner in producing novel food and nutrition positions and programs that shape the future for its clients. We apply knowledge, critical thinking and industry connections to help our clients tell a better story that makes a difference. We pride ourselves on the right mix of talented, seasoned and motivated professionals — registered dietitians, consumer marketers, media strategists, PhDs, science writers and policy experts — to challenge the status quo and achieve great things for our clients.

2010 clients include: Applegate

Farms, Bush Brothers and Company, Distilled Spirits Council of the United States, Dairy Management Inc., Hass Avocado Board, Kashi Company, Kellogg Company, National Confectioners Association, and Welch Foods Inc.

**FRENCH / WEST / VAUGHAN**

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**Rick French**, *Chairman / CEO*  
**David Gwyn**, *President / Principal*  
**Jack Glasure**, *Executive Vice President / Principal*  
**Natalie Best**, *Senior Vice President / Principal*

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 17th largest independently-owned PR firm. Founded in 1997, the agency is headquartered in Raleigh, N.C. and also has offices in both New York City and Tampa.

FWV is home to one of the nation's largest Food and Beverage practice areas. As a national leader in launching head-turning, results-driven marketing campaigns, FWV's work inspires consumers and influences them favorably toward the world's leading companies and brands, including the Coca-Cola Company (NESTEA, Gold Peak, Minute Maid, several DASANI products and Simply Orange).

Client experience includes work for Celebrity Chef Lorena Garcia, the North Carolina Beer and Wine Wholesalers Association, Brinker International (Maggiano's Little Italy restaurant chain), ConAgra (Slim Jim, Pemmican Beef Jerky), Nabisco Foods, Brown-Forman (Jack Daniel's), Diageo North America (Bulleit Bourbon brand) and many others.

Product launches have included NESTEA COOL, Diet NESTEA, Gold Peak, DASANI Plus, Arbor Mist wines, Dolphins & Friends snack crackers, various Orville Redenbacher's popcorns and Pemmican Beef Jerky. FWV launched these products in key markets across the U.S. with hospitality coordination, strategic planning and comprehensive media outreach campaigns. The agency also executes multi-faceted programs to stimulate product trials and awareness.

**HANNA LEE COMMUNICATIONS, INC.**

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**Hanna Lee**, *President*

Hanna Lee Communications, Inc. is an award-winning, boutique PR agency specialized in the spirits, food, wine, travel and lifestyle industries and event management. The agency only represents products and companies about which it is passionate. This philosophy drives the agency's well-acknowledged excellence.

The agency's services include: strategic PR planning; national and local media outreach; long-term brand building; press trips; press conferences; media training; trade and consumer show support; sponsorship management; and, co-marketing promotions.

Current clients are Leblon Cachaça, The Manhattan Cocktail Classic, Terra Andina Chilean Winery, Goats do Roam South African Winery, G7 Portuguese Wine Consortium, Bar Celona Tapas and Cocktail Lounge, Gourmet Latino Festival, Lowell European-Style Yogurts and Kyochon Restaurant Group (Korea's #1 chicken brand).

The agency's work on behalf of its clients has earned national and international recognition. Its breakthrough "Truth in Vodka" PR campaign for Sobieski Vodka won first runner-up in *PRWeek's* "Best Consumer Launch of the Year" and was a finalist for a SABRE Award, given by *The Holmes Report* based in London.

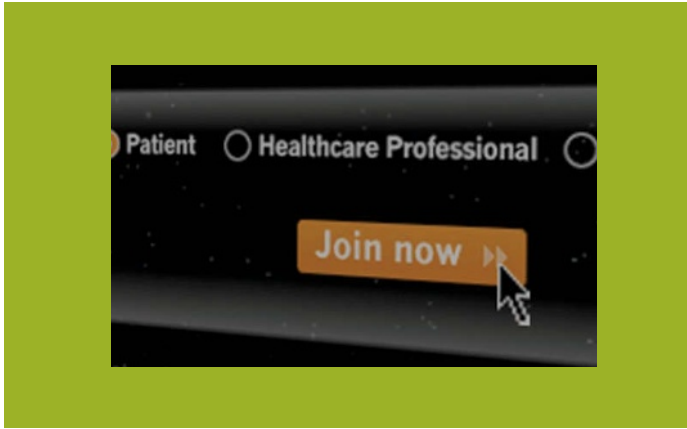
**HOPE-BECKHAM, INC.**

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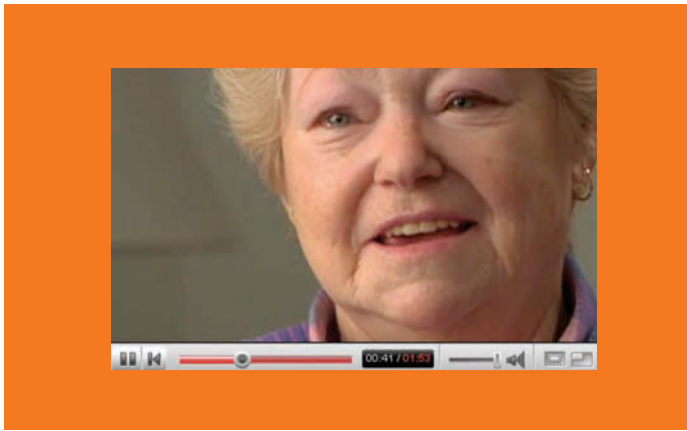
**David C. Van Voorhis**, *Dir., Business Dev. & Client Relations*

From launching new food and beverage products to the grand

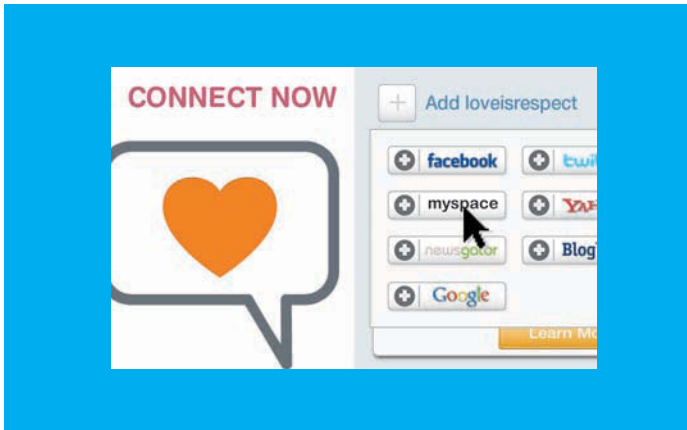
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socialactivation



socialstorytelling



socialnetworking

rfrelate@ruderfinn.com



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**Corton Chef Robert Truitt uses the iSi Creative Whip, a JB Cumberland client, at the Sugar and Whips event in summer 2009.**  
Photo Credits: Jeff Elkins

**HOPE-BECKHAM, INC.**

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openings of quick serve, casual or fine dining establishments, Hope-Beckham has done it all.

Hope-Beckham Inc. excels in public relations, experiential marketing and business consulting. The agency provides a variety of

services to its clients on a local, regional and national level. In 2007, 2008 and 2009, Hope-Beckham was awarded *O'Dwyer's* Top Independent PR Firms in Food & Beverage.

How does public relations relate to the food and beverage world?

Communication, as with any food or beverage, is only as good as the ingredients that make them



**Hunter PR celebrated the 20th anniversary of Jell-O Jigglers by engaging the Jelly Mongers – two architects-turned-caterers – to create works of art in Jell-O gelatin. On a nationwide media tour, the Mongers created the world's largest map of the United States made from Jell-O and unveiled it live on the CBS Early Show. The Mongers built a replica of the castle and were featured on Access Hollywood. The program generated over 83 million media impressions which helped drive Jell-O sales during the back to school season.**

up ... Hope-Beckham has the perfect blend of experience in a variety of communications strategies to create the perfect recipe for success.

Why choose Hope-Beckham? Imagination Speaks... Let Hope-Beckham be your Creative Voice!

**HUNTER PUBLIC RELATIONS**

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**Grace Leong, Jonathan Lyon, Claire Burke, Mark Newman, Partners**

Hunter Public Relations is a top-ranked marketing communication firm specializing in food, beverage and spirits. The 65-person, independently owned and operated firm offers strategic marketing PR services including creative brainstorming and facilitation, traditional and social media relations, special event production, product introductions, anniversaries, nutrition and recipe initiatives (led by dietitians), contests, local market events, spokesperson tours and crisis counseling.

Revitalizing mature brands, creating buzz around new products and building awareness among key influencer groups (including the epicurean, medical and dietetic community) are among the firm's specific areas of expertise.

Clients include some of the strongest and most respected brand names in food and beverages including Kraft Foods, E&J Gallo Winery, Diageo, Kellogg's, Campbell's, Wrigley, Arby's, Malt-O-Meal, Apple & Eve, McIlhenny Company and Signature Brands.

**JB CUMBERLAND PUBLIC RELATIONS**

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Cluttered categories and overstocked retail shelves — in a market flooded with competing products and messages, companies face the challenge of standing out, selling-in and selling-through: this is what we are hired to do!

For more than 25 years, JB Cumberland Public Relations (JBC PR) has been helping clients distinguish themselves from competitors and imitators, while helping them achieve their ultimate goal: selling products!

We achieve this goal through strategic media campaigns, constantly leveraging our outstanding contacts with key editors in the industry; through social media and online projects; through special events, seminars and TV appearances — always adapting our strategy and tactics according to the client's needs.

We understand our clients' markets, their businesses and their products — whether beverage, specialty food or housewares — so much so that one client's wholesale business has tripled since our partnership began, and another client's wholesale business has quadrupled.

This is what we have done and continue to do for brands as diverse as Australian Lamb, ZeroWater, Bodum Coffee, iSi Espuma Cuisine and Whippers, Starfrit, Curious Chef, CMA, the German Food Marketing Association, Twinings Tea, St. Dalfour Fruit Spreads, Dr. Andrew Weil Healthy Kitchen Products and San Pellegrino.

**JS2**

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Founded by Jeff Smith and Jill Sandin in 2001, JS2 Communications is an award-winning bi-coastal PR agency dedicated to strategic solutions, candid counsel and tangible results. The largest of its four practice areas, the F&B division boasts the west coast division of the Patina Restaurant Group, which includes more than 30 award-winning locations such as Patina, Nick+Stef's and Café Pinot, Chicago-inspired bar and restaurant Rush Street and farm to fork and fast casual regional restaurant chain, Tender Greens. New clients stretch from Las Vegas to Hollywood and include the re-signing as AOR for the Coffee Bean and Tea Leaf, the oldest and largest U.S. based, privately held, global specialty coffee and tea retailer, d.vino and Dragon Noodle Company



restaurants at the Monte Carlo Resort and Casino in Las Vegas, Morels and the three So Cal locations of the The Grill on the Alley.

**JSH&A**

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**Jonni Hegenderfer, CEO, CVO & Founder**  
**Jim Kokoris, Pres. & GM**  
**Laura Dihel, SVP, Consumer Lifestyle**

Celebrating its 20th anniversary last year, JSH&A has built its reputation on innovative consumer lifestyle marketing PR campaigns for industry leaders such as McDonald's, The Hershey Co., Beam Global Spirits and Wine, ConAgra, Edible Arrangements, and Purina. The agency's trademarked LIF™ Style PR and Social LIF™ strategies drive the award-winning 360degree campaigns used to launch new brands and support marketing promotions with exciting online and offline programs that create buzz and generate purchase.

Whether working with celebrities, sports stars, mommy bloggers or science experts, JSH&A understands how to break through the noise and make an impact with consumers. We've conducted Great Whisk(ey) Debates, fashion shows, Smithsonian lock-ins and cookie exchanges held in 1000 homes during the same week. Our clients have appeared on "Rachel Ray," "Martha Stewart," the "Today Show," "Fox & Friends," "Squawk Box," HGTV, E! and a long list of popular TV programs. They've been featured in the dailies, the weeklies, the women's magazines, the business pages and, of course, they've engaged in unending conversations in the Blogosphere.

As a member of the IPREX network, JSH&A has partner agencies throughout the U.S., in Canada, Europe, the Middle East, and Asia Pacific allowing us to provide best-in-class PR capabilities for our clients around the globe.

**KAPLOW**

19 West 44th Street, Suite 601  
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**Liz Kaplow, President and CEO**

An award-winning, full-service PR agency founded in 1991 with vast experience in the consumer

sector, Kaplow changes conversations building brand momentum and producing measurable results that impact the bottom line.

Kaplow's Retail, Food and Wine practice has developed and executed strategic programs for major, best-in-class brands, including: Constellation Wines — Robert Mondavi Private Selection and Woodbridge brands, to Newman's Own, to our long-standing work for Target's diverse collection of proprietary consumable brands from Archer Farms to Choxie Chocolate.

In a changing media landscape, Kaplow and our K:Drive specialty division take clients' brands beyond the edges of traditional media into social media, blogs, and other emerging platforms.

Kaplow intimately connects clients to the people, industries, and opinion influencers who count. We're not just sparking conversations; we're changing them.

**LANE PR**

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**Wendy Lane Stevens, President**

LANE PR is a nationally recognized PR agency focused on our clients' business success. We understand what's compelling about a company and know how to spread the word.

We are a team of passionate, curious foodies. And while our enthusiasm is contagious, we realize it takes more than enthusiasm to build brands. We are a group of 25 skilled communicators and strategic planners who understand how to raise awareness and build consumer allegiance.

The secret to our success? In our 20-year history, LANE PR has developed unparalleled knowledge of the industry and established meaningful relationships with the media and key industry influencers that help drive sales results for our clients.

**LEE & ASSOCIATES**

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**Howard Pearlstein, Principal**

Lee & Assocs. offers strategic



**Los Angeles Trade Tech Culinary School Director, Steve Kasmar (far right) and Ron Parque, President of Mrs. Cubbison's Foods (far left), congratulate the student chef winners in the school's 12th Annual Mrs. Cubbison's Thanksgiving Stuffing Cook-Off, created and produced each year as a major media event by Lee Associates, Inc. Mrs. Cubbison's has been a client for 60 years.**

planning, program evaluation, media relations, product launches, consumer education, recipe development, special events, crisis management and corporate PR services to its food & beverage client roster.

Founded in 1950, the agency is proud of its Western Research Kitchens division, which features home economists, nutritionists, dietitians, chefs and medical doctors. The firm has represented PepsiCo, Del Monte, American Home Foods and Suntory Int'l, as well as brand names like John Morrell, Florida's Natural Fruit Snacks, Morehouse Mustard and Mrs. Cubbison's Foods (stuffing and croutons — a client for 60 years). Additional clients include trade associations and marketing boards, from California apples, eggs, figs, prunes, seafood and tomatoes to Hawaiian papaya, Oregon potatoes and the New Zealand Trade Commission.

**MARINA MAHER COMMUNICATIONS, INC.**

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**Nancy Lowman LaBadie, EVP DeLisa Harmon, Managing Director, Consumer Brands Kanchan Kinkade, VP, Food and Beverage Practice**

Marina Maher Comms., Inc.

(MMC) Food and Beverage Practice creates delicious pop culture and lifestyle relevance for food and wine brands which results in high profile media coverage rarely seen in the category. Headed by a certified sommelier, the team regularly works with industry insiders, such as celebrity chefs, mixologists, and nutritionists to craft five-star communications programs.

MMC builds strategic partnerships with tasteful brands. Currently, MMC works with Bimbo Bakeries USA, the largest bakery company in the U.S., on brands such as Thomas', Boboli, Arnold and Orowheat Bread. Also in the food category, MMC partners with Post Cereals supporting both adult and children's brands such as Post Shredded Wheat, Post Raisin Bran, Post Grape Nuts, Post Pebbles and Post Honey Bunches of Oats. For Terlato Wines International, MMC represents Santa Margherita, the #1-selling Pinot Grigio in America, Markham Vineyards and Two Hands Wines. MMC's experience also includes work for Weight Watchers licensed food products, Ronzoni, Godiva and the Chaine des Rôtisseurs food and wine society.

MMC offers 26 years of expertise in marketing-to-women and a Media Connections team featuring experts in the fields of traditional and social media, and special events. MMC also deploys a proprietary tool, the Trendscaster, which identifies and leverages trends to benefit our partner brands in the food and beverage industry.



Shirley and Ryan Weir exchanged wedding vows in New York City's Foley Square at the Sun Crystals "Sweet & Solar Wedding" event. The couple, who met three years ago on the subway, joined more than a dozen others at the eco-friendly wedding. The event, powered by solar panels and featuring recyclable wedding decorations, marked the introduction of M Booth client Sun Crystals, a new all-natural sweetener.

Feature Photo Service

## MARX LAYNE & CO.

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www.marxlayne.com

**Michael A. Layne, Partner**

Marx Layne has been providing cost-effective marketing and public relations services on a local, regional and national basis to the food and beverage sector since 1987.

Services offered to clients include media relations, product publicity, crisis and issues management, internal communications, special events planning, direct mail, e-blasts, graphic design, Web development, brochure and newsletter production, social networking and marketing, and digital media.

Clients include fine dining restaurants, quick service restaurants, supermarket chains, and food manufacturers and suppliers.

## M BOOTH & ASSOCIATES

300 Park Avenue South  
New York, NY 10010  
212/481-7000  
www.mbooth.com

**Margaret Booth, President**  
**Rich Goldblatt, SVP, Director**  
**Joyce Yaeger, SVP, Director**  
**Josh Rosenberg, SVP, Director,**  
*Wine & Spirits*

M Booth's Better4You practice, launched last year, served up some

robust campaigns in 2009. The practice helps food/nutrition and home brands communicate innovations, functional benefits and product revitalizations to the marketplace. As part of the offering, the practice launched a blog, [www.better4you.com](http://www.better4you.com), which posts and comments on trends and news in the health, wellness and nutrition arenas that brand and marketing managers will find useful.

Complementing M Booth's seasoned staff of communications professionals is a nine-member Better4You advisory board of medical and health experts that span nutrition, fitness, weight, cardio and pediatrics. M Booth's breadth and depth in the area of "better for you" brands includes work for margarines, salad dressings, pasta, frozen food and low carb products, as well as nutraceuticals and eye care.

To launch the Sun Crystals All-Natural Sweetener from McNeil Nutritionals, M Booth held the sweetest event of the century. To mark the marriage of Sun Crystal's two natural ingredients — Stevia and cane sugar — Sun Crystals hosted a "Sweet & Solar" wedding. Bells were ringing for couples from as far away as the U.S. Virgin Islands who were married eco-friendly style in the heart of New York's Foley Square. The event created international buzz, garnering broadcast and print coverage, and contributed to a sweet launch at retail stores nationwide.

M Booth added a plateful of new clients to its roster. The agency will assist Schwan's Home Service, one of the largest distributors of frozen foods, and Pirate Brands, makers of Pirate's Booty with public relations support in 2010.



Nearly 2,500 people registered for the Dreamfields Pasta webcast, launching the "DFF" program (Diabetes Friends Forever), a first-of-its-kind contest that pays tribute to the special people who help make living with diabetes a manageable experience. The panel was client-moderated and included the Dreamfields Advisory Board of registered dietitians and certified diabetes educators. M&P Food Communications has managed the Dreamfields campaign for three years.

Things are also stirring for M Booth in the beverage category. The agency's dedicated wine and spirits team added to its top-shelf portfolio with Nolet Spirits USA, introducing HARLEM® Kruiden Liqueur. As agency of record for six years representing The Macallan® Single Malt Scotch Whisky, the team continued to reach key influencers through luxury brand partnerships and special events amplified through traditional and social media channels. M Booth also began working for The Macallan globally with the launch of The Macallan 1824 Collection — a global travel retail exclusive line of single malts.

## M&P FOOD COMMUNICATIONS, INC.

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Chicago, IL 60602  
312/201-9101  
Fax: 312/201-9161  
[www.mpfood.com](http://www.mpfood.com)

**Brenda McDowell, Principal**  
**Jessie Vicha, Sr. Account Manager**  
**Liz Rytel-Mudroncik, Sr. Advisor**

Whether telling a nutrition story, driving Web site traffic, developing recipes, or connecting with influencers, M&P creates successful, strategic, on-budget programs.

Our ideas move audiences to action, drive trial and build loyalty for current and past clients including Wilton Enterprises, Dreamfields Pasta, Seneca Foods, Quaker Oats, Good Humor-Breyers, Jolly Time Pop Corn, National Cattleman's Beef Association, and the Federation of Quebec Maple Syrup Producers.

Our M&P Everyday Foodologists consumer panel pro-

vides in-depth insight on products, trends, recipes and more.

M&P has provided public relations/communications services to consumer food and beverage clients for 20+ years. We are food-focused, consumer-connected, and client-centered.

## MWW GROUP

One Meadowlands Plaza  
East Rutherford, NJ 07073  
201/507-9500  
[www.mww.com](http://www.mww.com)

**Michael W. Kempner, Pres. & CEO**  
**Alissa Blate, EVP, Global Consumer Marketing Practice Leader**

MWW Group represents some of today's most prolific food, beverage, nutrition and restaurant brands. Our team has decades of experience with media relations, product launches and marketing, branding and re-branding, celebrity endorsement, digital and experiential marketing. We are able to expand media coverage beyond the food pages and into influential lifestyle outlets, creating lifestyle relevance and developing emotional connections to culinary brands that drive trial, brand loyalty, and patronage. Our team of professionals is comprised of some of the best minds in the business who understand the crucial nuances of the food and beverage industry in a way that captures the media's attention and imagination. Our experience includes: The Hershey Company, Sara Lee, Jimmy Dean, Ball Park Franks, Nutrisystem, Gallo Salame, The Palm Restaurants, McDonald's, Freshdirect, Gardenburger, XanGo, Hard Rock Café, CiCi's Pizza, and The Restaurants at Newport.





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**M. Young Communications helped Georges Duboeuf celebrate Peace, Love and Beaujolais Nouveau in New York to commemorate the wine's official November release with a Beaujolais Love Bus touring the city containing a group of tie-dyed dressed hippies. Activities included a sit-in to count down the wine's arrival, a sip-in tasting and media lunch, and a food drive benefiting Food Bank for New York City.**

Jennifer Mitchell Photography.



**Padilla Speer Beardsley helped DecoPac, the world's largest cake decorating supplier, promote its cakes.com Web site, with the world's largest cupcake for SpongeBob's 10th anniversary. The event drew thousands and garnered massive television placements and Web traffic.**

**M. YOUNG COMMUNICATIONS, INC.**

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**Melanie Young, President**  
**David Ransom, Director, Events**

M. Young Communications represents an international clientele of wine, spirits and food accounts. The firm provides marketing promotion, media outreach and special event production, from educational wine tastings and media dinners to wine conferences, trade and consumer events, restaurant and retail promotions, media tours and brand and image building publicity campaigns. With our extensive connections among the food and beverage industry trade and media, we connect our clients to influencers throughout the U.S. Recent activities have included media management for VINO 2010-Italian Wine Week, launch of the Italian Wine Masters program for the Consorzi Brunello di Montalcino, Chianti Classico, Nobile di Montepulciano and Prosecco Conegliano-Valdobbiadene Superior (New York/Chicago), a "Peace, Love and Beaujolais Nouveau" promotion for Georges Duboeuf (New York/Miami), media/trade programs for the Spanish wine regions of Navarra, Manchuela and Madrid and the launch of a recipe contest for chefs on behalf of Australia's Cleanseas Tuna Ltd.

**OGILVY PR WORLDWIDE**

The Chocolate Factory  
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www.ogilvypr.com

**Bill Reihl, Executive Vice President, Global Consumer Marketing**

Ogilvy PR has deep and unparalleled expertise in food and beverage. During a time of

rapid lifestyle and health shifts in the category, we specialize in creating dynamic and game-changing programs that impact consumer perceptions and drive bottom-line results. Our combination of research-based strategy, breakthrough creativity, and flawless execution deliver meaningful media results, talkability and buzz, and product sales. In addition, we have a staff of seasoned communications professionals — including in-house food and nutrition experts and a national network of RD consultants — that is in-tune with current and future trends in food and beverage. Our roster of food clients includes Fage, Unilever (Lipton, Slim-Fast, Knorr, Bertolli), Tropicana, Naked Juice, Maggie Moo's Ice Cream and Treatery, Marble Slab Creamery, PretzelMaker, PretzelTime, Great American Cookie Company, Johnsonville Sausage and Produce for Better Health Foundation.

**PADILLA SPEER BEARDSLEY**

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612/455-1716  
www.psbpr.com

**Tom Jollie, Senior VP, Consumer Products**  
**Mike Greece, Senior VP, Managing Director, NY**  
**Tina Valek, Director, Food**

Padilla Speer Beardsley is a multi-specialty marketing communications and public relations firm with offices in Minneapolis and New York City. We launch new products, create and reenergize brands, craft social-media campaigns and handle crises and product recalls. We engage proven planning methodologies that provide insight, guide strategy and generate measurable outcomes. Our award-winning programs have driven business results for clients nationally for nearly 50 years.

Our experience includes work for Betty Crocker, Caribou Coffee, Cheerios, Cub Foods, Fiber One, Frito-Lay, GE, Gold Medal Flour, Golden Valley Microwave Foods, Jim Beam, Land O'Lakes, Lloyd's Barbeque Company, The Malt-O-Meal Company, Nature Valley, PepsiCo, Pillsbury, Progresso, SUPERVALU, Total and Trix.



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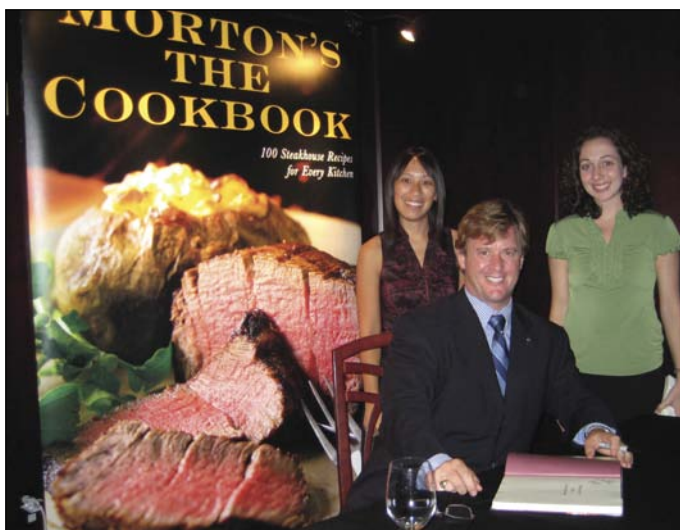
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Pierson Grant Public Relations handled the media tour for Morton's The Steakhouse locations in South Florida and Central Florida as Taylor Field III, Vice President of Wine & Spirits and Co-Author of Morton's "The Cookbook: 100 Steakhouse Recipes For Every Kitchen," traveled through the region on a book tour benefiting Feeding America.

**PEPPERCOM**

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www.peppercom.com

**Steven Cody**, *Managing Partner*  
**Edward Moed**, *Managing Partner*

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for food and beverage companies.

In addition to PR campaigns, services include a positioning program to differentiate a client from its competitive set, a crisis management program called CrisisRx, Pain-Based Selling to identify the gap between what client sales forces think customers are thinking and what they actually are, and ways to leverage existing partnerships or develop new ones. PepperDigital and GreenPepper concentrate on digital and green initiatives, respectively, while Peppercommotions focuses on events and leverages sponsorships.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. by *O'Dwyer's*. Current and past clients include FreshDirect, Wilbur-Ellis Company, Malibu-Kahlua International, Dr. Praeger's Sensible Foods, Procter & Gamble's Millstone Coffee, Diageo, and Quiznos.

**PIERSON GRANT  
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RELATIONS**

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**Maria Pierson**, *CEO*  
**Jane Grant**, *President*

Pierson Grant PR is a full-service agency with offices in Fort Lauderdale, Fla. and Raleigh, N.C., serving a wide range of clients with strategic and tactical planning, media and community relations, superior Web-based and social media, crisis communications and special events.

Restaurant clients include Dairy Queen, Olive Garden and Morton's The Steakhouse.

The firm's fresh thinking helps clients build brand identity, generates publicity for openings and food and beverage introductions, brings creativity to special events and community relations, and leverages the power of Internet marketing through its High Impact Digital division.

**POLLOCK  
COMMUNICATIONS**

665 Broadway  
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lpollock@pollock-pr.com

**Louise Pollock**, *President*

Pollock Communications, is an independent PR and marketing communications agency that offers cutting edge expertise for food and beverage clients. Founded in 1991, Pollock pioneered the functional food movement, creating some of the major food trends of the past 10 years including making tea the healthy drink of the new millennium and making chocolate a healthy indulgence. We know how to capitalize on emerging health and wellness trends in a credible way, with media, consumers and health professionals.

This knowledge of the latest research and science in the health & nutrition arena enables us to deliver actionable consumer and market insights and practical health & lifestyle wellness benefits for brands and commodities. PCI has an unsurpassed understanding of media that cover food and nutrition news and trends. Our staff includes credentialed registered dietitians with on-air and editorial experience who can address the health & nutrition issues that are top-of-mind for today's editors and reporters — including those who serve as trusted "watchdogs" for family gatekeepers. We have developed and executed innovative social media programs to reach the key health & nutrition influencers online, including blogging initiatives for a global cheese brand and a new juice beverage for children.

The company represents Committee for Promotion of Honey & Health, Cranberry Institute, First Juice, Gourmet Garden Herbs & Spices, Presidents Brand Cheese, Sorrento Brand Cheese, Tea Council of the USA, Unilever Promise, Country Crock & I Can't Believe It's Not Butter brands, the USA Rice Federation, Wish-Bone and Friendship Dairies.

**RF | BINDER  
PARTNERS**

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**Amy Binder**, *CEO*  
**George Drucker**, *CMO*  
**Atalanta Rafferty**, *Executive  
Managing Director*

With the advent of the Food Network and celebrity chefs on the one hand and increasing scrutiny of health and nutrition from regulators on the other, the food industry is facing new challenges as well as

new opportunities as a result of consumers' growing interest in knowing more about the foods they eat and the products they buy. Competition for the consumer is as strong as ever, and consumer expectations and the grocery shopping experience are rapidly changing. Concern for nutrition and dieting are a permanent dimension of food and beverage marketing. Social media is well established as a powerful source for both consumer information (about recipes, nutrition, and safety) as well as marketing.

RF|Binder has worked in every aspect of food and beverage marketing and public relations from Dunkin' Donuts to Cargill, from the 100th anniversary of the Fig Newton to Wines of Germany. RF|Binder brings market and industry insight, research-based and creative programming, and access to the key influencers who shape public opinion. We provide the wide array of services from consumer promotions, influencer outreach, issues management and trade relations to investor relations. Our staff has extensive experience in promoting prepared foods, imported foods, ingredients, supplements, grocers, restaurants, quick service restaurants, wine, beer, liquors, and coffee among other categories.

As well as being experienced communications professionals, the RF|Binder staff includes professionals who have been trained and worked in the culinary arts and wine industry, who have studied health and nutrition, who worked as industry/security analysts in the food sector and who are also food and nutrition bloggers. We promote products, but we also routinely deal with the most challenging issues — recalls, labeling, FDA actions, organics, ingredients, health and nutrition, safety, and regulation.

Current and recent clients include ARAMARK / 1st & Fresh Catering, Atkins Nutritionals, Breyers Yogurt Company, Bob Evans, Cargill's Truvia™ natural sweetener, Chilean Specialty Foods, The Culinary Trust, Dunkin' Brands, the European Union (European Rieslings), Hershey's Scharffen Berger Chocolate, Kayem Foods, The Malaysian Trade Association (Malaysia Kitchen for the World), Miller Brewing (Pilsner Urquell), The Pantry, Readers' Digest Association/Food & Entertaining Affinity, Tillen Farms, Wegmans, Wines of Chile, Wines of Germany, Wines of Israel, and YoCrunch.

**RUDER FINN**

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**Alicia Young, Dan Pooley**

The food and beverage industry is undergoing tremendous change, in terms of the proliferation of choices, emerging issues and factors driving consumer preferences.

Taste still reigns supreme, but health and wellness, functional benefits, packaging, portability, organics, the obesity epidemic and variety are impacting the foods we eat every day both at home and away.

Brand trial, purchase and loyalty are being influenced by factors like corporate social responsibility and reputational issues, distance to market, wellness, functional benefits, supernutrients, packaging, sustainability, additives and portion size.

Ruder Finn food and beverage expertise is a key part of our cross-office Life+Style specialty. Our food and beverage experts work with clients to understand today's complex food and beverage landscape and the drivers of decision-making to help clients navigate this landscape and find the right voice for brand communications and reputational opportunities for the corporations behind them. Food and beverage communications is much more — it's about connecting, finding and exploring relevance and igniting advocates who can help add credibility and reach new audiences.

Among the food and beverage clients we have championed are Kellogg's, Perdue, Bolthouse Farms, Everpure Beringer, Castello di Gabbiano wines, Wolf Blass (Foster's WineEstates Americas); Good Earth Organic Coffee; Atkins Center; Price Chopper, Sweet 'N Low (product and corporate); Snapple; ModMix Organic Cocktail mix, Seagram's and Gerber (product and corporate).

The April issue of *O'Dwyer's* will profile firms that specialize in social media, as well as video. If you would like your firm listed, contact Editor Jon Gingerich at 646/843-2080 or jon@odwyerpr.com

**SCHNEIDER ASSOCIATES**

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**Joan Schneider, President & Creative Director**  
**Julie Hall, Executive Vice President/Partner, Consumer Group**  
**Phil Pennellatore, Executive Vice President/Partner, Corporate/Public Affairs Group**

Schneider Associates is a full service public relations and marketing communications firm. We specialize in Launch Public Relations<sup>SM</sup> — a proprietary method of launching products, services, companies and communities. Types of PR handled include: consumer products, launch public relations, food & beverage, social media, retail, public affairs, corporate communications, real estate, and financial and professional services. Additional agency services include social media, messaging, media training, special events, crisis communications and spokesperson training.

Clients Include: Baskin-Robbins®, Foods of Québec, and New England Confectionery Company®.

**TAYLOR**

The Empire State Building  
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www.taylorpr.com

**Tony Signore, CEO & Managing Partner**

Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to engage consumers and drive business growth.

*The Holmes Report's* "Consumer Agency of the Decade," Taylor has more than 100 employees with headquarters in New York and offices in Los Angeles, Chicago, Charlotte and London. The agency provides a full array of marketing communications services including: proprietary research and competitive intelligence, program planning and



Schneider Associates' Joan Schneider, President and Creative Director (left), and Julie Hall, EVP/Partner (right), engage with friends and colleagues at an industry event.

development, strategic media relations, digital and emerging media, measurement and evaluation, event production, Hispanic / multicultural marketing communications, and spokesperson procurement and training.

Taylor develops strategic marketing communications programs for category leading food and beverage brands, designed specifically to engage their target consumer and

create business impact. Partnering with Diageo — the world's leading premium drinks business — the agency has successfully launched new products, reinvigorated iconic brands and sustained momentum in the marketplace for adult beverage favorites such as Crown Royal, Jose Cuervo, Guinness, Smirnoff and CÎROC ultra premium vodka,

Continued on page 32



Taylor partners with category leading, iconic brands such as CÎROC ultra premium vodka to drive and support brand marketing objectives. One of the many initiatives Taylor spearheaded in 2009 was a social responsibility campaign where street teams distributed prepaid debit cards in Times Square for taxi and subway usage as a way to remind New Year's Eve revelers to get home safely on the big night.





**Missy Barrickman (Miami Dolphins Cheerleader), Ashton Landgraf (Miami Dolphins Cheerleader), Doug Schmick (Co-Founder of McCormick & Schmick's), Chipp Lewis (GM McCormick & Schmick's West Palm Beach), Fabiola Romero (Miami Dolphins Cheerleader), and Lilly Robbins (Miami Dolphins Cheerleader) at the grand opening of McCormick & Schmick's Fresh Seafood Restaurant in West Palm Beach at CityPlace. The seafood restaurant is a client of TransMedia Group.**

**TAYLOR**

Continued from page 31

among others. In addition to program development and brand awareness for Diageo, the agency is charged with integrating a social responsibility message throughout all activities, highlighting the importance of making responsible decisions when drinking. Many Taylor programs executed on behalf of Diageo in the U.S. have been implemented around the world.

Taylor's portfolio of client partners includes MasterCard, Diageo, P&G, Gillette, Allstate Insurance Company, Coca-Cola, GlaxoSmithKline, BRP, Mars, Staples, Guinness, Jose Cuervo, Kimberly-Clark, T. Rowe Price, and IAC/ask.com.

**TRANSMEDIA GROUP**

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**Tom Madden, CEO and Founder**  
**Kim Morgan, Senior VP**  
**Lynn Lewis, Director of Public Relations**

As a leader in public relations for the past 29 years, TransMedia Group is the oldest and largest independent firm in South Florida with extensive experience in the culinary industry representing chefs, restaurants and food product launches

that have garnered international, national, regional and local media exposure for a wide variety of clients.

Senior Vice President Kim Morgan and PR Director Lynn Lewis have spearheaded the grand openings of such notable restaurants including the Florida locations of McCormick & Schmick's in Boca Raton, Naples and West Palm Beach, Copper Canyon Grill in Boca Raton, New York Prime and Durango Steak House, also in Boca, LaCigale Mediterranean Restaurant in Delray Beach, New York Strip Steakhouse & Cabaret in Fort Lauderdale, and others.

According to Chipp Lewis, General Manager of McCormick & Schmick's West Palm Beach, "We had one of the strongest grand openings in the company's history and tremendous media attention from the front page of the *Palm Beach Post* to great coverage on all the local networks. It was a real treat to have the Miami Dolphins Cheerleaders at our signature fish toss too!"

**TREVELINO/KELLER**

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www.trevelinokeller.com  
www.prstarbase.com

Trevelino/Keller has become one of the most sought after food and beverage agencies in the country for emerging and established corporate and franchise multi-mar-

ket concepts. Specializing in public relations, social media and brand communications, the firm works closely with its clients on brand positioning, store experience, industry relations, national and local media relations, executive visibility, mobile and web applications, social networks, ning communities and crisis communications.

Experienced in fine dining, casual, fast casual and quick service, the firm also works directly with food and beverage packaged goods and retailers.

In 2009, the firm released its first wine from Crushpad, a Grist Vineyard Dry Creek Valley Zinfandel. All new clients receive their own private stash.

**WEBER SHANDWICK**

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**Gail Heimann, Vice Chair**  
**Cathy Calhoun, President,**  
*North America*  
**Janet Helm, MS, RD, Chief Food and Nutrition Strategist, North America**

Weber Shandwick is immersed in the food business from farm to fork, with clients representing every part of the food pyramid. Weber Shandwick has proven expertise in nutrition communications, consumer education, food policy, health influencer outreach, alliance building, issues management and crisis counseling.

The agency's experience ranges from crafting nutrition messages and leveraging scientific research to food safety and sustainability. Weber Shandwick has a unique expertise in creating nutrition-related education campaigns, from obesity and heart disease prevention to youth fitness, childhood obesity and health promotion.

Whether launching a new product or repositioning a brand, Weber Shandwick uses an insight-driven approach to build advocates in this new era of engagement.

Weber Shandwick's food and nutrition practice is staffed by some of the industry's most strategic senior counselors, including registered dietitians, food scientists, former and current journalists and trained chefs. Weber Shandwick has a proprietary network of nutrition professionals across the country that is deployed

on behalf of numerous clients.

Weber Shandwick works with many of the world's leading food and beverage companies, brands and associations, including Campbell Soup Company, Kraft Foods, McCormick, Ocean Spray, Yum!, Unilever and the Cherry Marketing Institute. The agency leads strategic integrated communications for category marketing programs such as the Milk Mustache "got milk?" campaign and "Pork. The Other White Meat," as well as for branded products and programs, including the launches of the Oreo Double Stuf Racing League and creating the first-ever "face from space" for KFC.

**ZENO GROUP**

A Daniel J. Edelman Company  
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www.zenogroup.com

**Barby K. Siegel, CEO**

At The Table. Zeno Group is the marketing communications agency committed to helping clients make the most of the new realities of audience engagement and the evolving role of PR.

Our teams have worked with some of the world's leading food, beverage and nutrition brands, helping to navigate the changing health and wellness landscape and the new ways consumers consume information to make their brand choices.

One, senior led team — The most experienced minds at the table. Our most senior team members work on business (not spreadsheets) because that's what we love to do and that's what's right for our clients.

Across our four offices, we operate as one, easily enabling the right talent for the job regardless of geography.

Insights to ideation — Our dedicated planning capability ensures our recommendations are anchored by relevant insights and a research-driven strategy. From there, we work to find the 'right' big ideas that will drive clients business forward in new and interesting ways.

The Real Moms of Zeno — To help our clients engage with this highly influential target audience, we listen to our proprietary group of 50 moms to understand what REAL-ly matters to them and how brands can best fit into their lives. ●

# O'DWYER'S RANKINGS

## TOP FOOD & BEVERAGE PR FIRMS

| Firm                        |                 | 2008 Net Fees | Firm                        |                | 2008 Net Fees |
|-----------------------------|-----------------|---------------|-----------------------------|----------------|---------------|
| 1. Edelman                  | New York        | \$54,712,795  | 30. Seigenthaler PR         | Nashville      | 503,172       |
| 2. Hunter PR                | New York        | 5,773,991     | 31. Gregory FCA             | Ardmore, PA    | 500,000       |
| 3. APCO Worldwide           | Wash., D.C.     | 5,620,000     | 32. Trevelino/Keller        | Atlanta        | 450,000       |
| 4. Taylor                   | New York        | 3,855,000     | 33. Dudell & Assocs.        | Oakland, CA    | 443,000       |
| 5. RF   Binder Partners     | New York        | 3,777,022     | 34. Morgan & Myers          | Waukesha, WI   | 427,837       |
| 6. 5W Public Relations      | New York        | 3,650,000     | 35. Levick Strategic Comms. | Wash., D.C.    | 410,602       |
| 7. CRT/tanaka               | Richmond, VA    | 3,188,000     | 36. McGrath-Power           | Santa Clara    | 382,080       |
| 8. M Booth & Assocs.        | New York        | 3,111,139     | 37. Kaplow                  | New York       | 353,000       |
| 9. Coyne PR                 | Parsippany, NJ  | 2,447,000     | 38. Richmond PR             | Seattle        | 352,956       |
| 10. French West Vaughan     | Raleigh         | 2,166,125     | 39. The Castle Group        | Boston         | 341,750       |
| 11. Charleston Orwig        | Hartland, WI    | 2,018,950     | 40. Blaze                   | Santa Monica   | 281,000       |
| 12. RL PR & Marketing       | Los Angeles     | 1,904,891     | 41. rbb Public Relations    | Miami          | 272,824       |
| 13. Linhart PR              | Denver          | 1,404,043     | 42. Widmeyer PR             | Wash., D.C.    | 259,000       |
| 14. Padilla Speer Beardsley | Minneapolis     | 1,388,510     | 43. Luckie Strategic PR     | Birmingham, AL | 239,134       |
| 15. Qorvis Comms.           | Wash., D.C.     | 1,312,963     | 44. Bader Rutter            | Branford, WI   | 200,000       |
| 16. O'Malley Hansen         | Chicago         | 1,296,450     | 45. M/C/C                   | Dallas         | 200,000       |
| 17. Zeno Group              | New York        | 1,272,082     | 46. Vollmer PR              | Houston        | 196,130       |
| 18. Shift Comms.            | Brighton, CT    | 1,223,369     | 47. Travers, Collins & Co.  | Buffalo        | 179,256       |
| 19. The Kotchen Group       | Hartford, CT    | 1,177,683     | 48. Hope-Beckham            | Atlanta        | 172,529       |
| 20. Kohnstamm Comms.        | St. Paul, MN    | 1,004,417     | 49. Maccabee Group          | Minneapolis    | 169,198       |
| 21. PainePR                 | Los Angeles     | 930,656       | 50. TransMedia              | Boca Raton     | 150,000       |
| 22. Lane PR                 | Portland, OR    | 922,680       | 51. Rogers Group            | Los Angeles    | 146,896       |
| 23. Allison & Partners      | San Francisco   | 850,000       | 52. JohnstonWells PR        | Denver         | 136,000       |
| 24. JS2 Comms., Inc.        | Los Angeles     | 827,900       | 53. JB Cumberland PR        | New York       | 125,800       |
| 25. Pierson Grant PR        | Ft. Lauderdale  | 750,000       | 54. Rosica Strategic PR     | Parsippany     | 118,100       |
| 26. zcomm                   | Bethesda, MD    | 700,746       | 55. Peppercom               | New York       | 115,000       |
| 27. Lee & Assocs.           | Los Angeles     | 663,000       | 56. McNeely Pigott & Fox    | Nashville      | 106,701       |
| 28. VPE PR                  | S. Pasadena, CA | 561,504       | 57. Landis Comms.           | San Francisco  | 76,000        |
| 29. Morris + King Co.       | New York        | 516,997       | 58. The Phelps Group        | Santa Monica   | 64,780        |