

# O'Dwyer's Profiles of Food & Beverage PR Firms



**Coyne PR's recipe for success helped increase media coverage by 30 percent for the Pillsbury Bake-Off Contest.**

## BLAZE PR

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Santa Monica, CA 90401  
310/395-5050  
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crexroad@blazepr.com  
www.blazepr.com

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

BLAZE is a nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win.

For nearly two decades, BLAZE has produced award winning, effective, bottom-line responsive campaigns for hospitality, travel, consumer, food, and corporate clients. BLAZE also provides fully integrated public affairs capabilities through its parent company, DAVIES.

We succeed for our clients because we realize that public relations is the effective use of media and strategic communications to realize our clients' goals - not just media for media's sake. We offer an integrated approach that allows our clients to find their "voice," determine the correct "channel," and realize their business objectives through an unbiased mix of communications tools and creative strategies.

BLAZE is headquartered in Santa Monica, CA with offices in Santa Barbara, Sacramento, Washington D.C., and New York.

## CARMICHAEL LYNCH SPONG

110 North Fifth Street  
Minneapolis, MN 55403  
612/375-8600  
www.carmichaelynchspong.com



**Carmichael Lynch Spong recently helped client SUPERVALU kick-off Black History Month with legendary music artist Smokey Robinson, photographed with Carmichael Lynch Spong counselor Lindsey Rose and SUPERVALU national media manager, Haley Meyer.**

**Douglas K. Spong, APR, Pres.**  
**Julie Batliner, Senior Principal;**  
*Food & Bev., Living Well™ Chair*  
**Grete Krohn, Senior Counselor,**  
*Food & Bev., Co-chair*

If you can no longer stomach the same bland, 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 in packaged goods.

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.

Our approach is simple. We develop strategic programs that are measurable for our clients. Successful communications programs tie back to predetermined goals and objectives that will fill the glass full in terms of brand awareness, preference, loyalty and sales.

## CONE LLC

855 Boylston Street  
Boston, MA 02116  
617/227-2111  
Fax: 617/523-3955  
www.coneinc.com

**Jens Bang, President, CEO**  
**Bill Fleishman, Managing Dir. & EVP, Brand Marketing**  
**Peggy O'Shea Kochenbach, VP, Brand Marketing**

For more than 25 years, 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, General Mills and Starbucks New England. 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 mar-

keting 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 new food and beverage product launches, influencer programs, media events, promotions and celebrity campaigns.

## CONTEXT MARKETING

100 Ebbtide, Building 3  
Sausalito, CA 94965  
415/289-7575  
www.contextmarketing.com

**Bob Kenney, President**

Not only are many of the country's food and beverage trends born in California, the state also has a way of amplifying the issues commanding the attention of food marketers. As one of the larger PR firms in California specializing in food and beverage marketing communications, we are uniquely positioned to identify these trends for our clients and help them to understand the many issues influencing consumer purchase.

"Context" describes our way of looking at marketing. Someone thinking contextually, whether about brands or issues, must take a broader approach to problem solving, creatively engaging audiences in the places where they look for information. Increasingly this is not just the media but also the many forms word-of-mouth assumes in our society.

We believe our approach makes us highly responsive to our clients and also reflects real world client needs, where brand building and reputation management are flip sides of the same coin and effective marketing communications requires constant attention to emerging issues and the interests of diverse audiences and stakeholders.

## COYNE PR

14 Walsh Drive  
Parsippany, NJ 07054  
973/316-1665

**Thomas F. Coyne, Pres. & CEO**

Coyne Public Relations is one of

## Profiles of Food & Beverage PR Firms

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, including Kraft Foods, General Mills, the Campbell Soup Company, Pepsi, Cadbury Schweppes, Schwan's, and the Wrigley Company. The Coyne PR team is comprised of experts in product launches, brand building campaigns, tradeshow support, events, sponsorships, contests, promotions, cause marketing, influencer outreach, public affairs, government affairs, crisis management and new media.

Coyne PR was named 2007 Best Agency to Work For by the *Holmes Report* and is a finalist for 2008 *PR Week's* Best Small Agency of the Year.

### CRT/TANAKA, LLC

320 West 13th Street  
New York, NY 10014  
212/229-0500  
Fax: 212/229-0523  
www.crt-tanaka.com

**Maria Kalligeros**, Executive Vice President/Consumer Practice Dir.  
**Ellen LaNicca**, Executive VP

CRT/tanaka is an award-winning public relations and marketing firm, known for creative solutions and workplace culture. The firm was formed in 2005, when Carter Ryley Thomas acquired New York consumer agency Patrice Tanaka & Company, Inc. to form one of the top independent agencies in the country. Headquartered in Richmond, Va. and New York, with offices in Los Angeles and Norfolk, Va., CRT/tanaka specializes in four practice areas – Consumer, Health, Corporate and Interactive. The agency's New York-based Consumer Practice is known for its specialties in brand marketing PR, cause and event marketing and marketing to women. Current agency clients in food & beverage include: Wines from Rioja (Spain), AeroGrow International, All-Clad Metalcrafters and Performance Food Group.

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, Korbelt Champagne, Noilly Prat Vermouth, Krispy Kreme Doughnuts, Eskimo Pie and The Switch Beverage Company.

### CURRENT LIFESTYLE MARKETING

111 E. Wacker Drive, Suite 2605  
Chicago, IL 60601  
312/929-0500  
www.currentlifestylemarketing.com

**Virginia Devlin**, General Manager  
**Amy Colton**, Senior VP  
**Jennifer Seyler**, Reg. Dietitian

Current Lifestyle Marketing helps clients develop strategic marketing campaigns that seamlessly integrate with the ever-changing activities, interests and opinions of today's consumers. The agency is part of The Interpublic Group of Companies' Constituency Management Group.

A Sabre award-winning agency with seasoned food and nutrition marketers on staff, including a trained chef, registered dietician, Current Lifestyle Marketing represents a 5-star roster of clients including Uncle Ben's, Hidden Valley Ranch, KC Masterpiece, Kingsford and Glad.

Our work focuses on brand and commodity marketing, such as new product launches, consumer education campaigns, cause-related partnerships, influencer outreach, word-of-mouth and social media programming.

### FINEMAN PR

330 Townsend Street, Suite 119  
San Francisco, CA 94107  
415/392-1000  
www.finemanpr.com

**Michael Fineman**, President  
**Lorna Bush**, 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



**Fashion designer Agatha Luiz de la Prada shares a moment with Vibrant Rioja models during Mercedes-Benz Fashion Week in New York in February. Wines from Rioja's Fashion Week sponsorship, orchestrated by CRT/tanaka, included Luiz de la Prada designing Vibrant Rioja dresses unveiled at the event.**

are creative, strategic and consistently exceed client objectives.

Our experience includes work with Foster Farms Poultry, Foster Farms Dairy, Nunes Company/Foxy Foods, San Francisco Chocolate Factory, Diamond of California, Fantastic Foods, Fresh Express Farms, Cliff 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 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

200 North Broadway  
St. Louis, MO 63102  
314/982-1700

**John Graham**, Chairman  
**Dave Senay**, President & CEO  
**Practice Group Leaders:**  
**Janet Greenlee**, Austin  
**Shelly Kessen**, Sacramento  
**Rick Thaemert**, Kansas City  
**Karen Van Bergen**, Amsterdam

Communicating within the food and agribusiness industries has never been more challenging. Globalization and demographic

▲ **Continued on page 26**



**Current Lifestyle Marketing brought Uncle Ben's multi-year partnership with the Kids Cafe program of America's Second Harvest to life by enlisting celebrity health and fitness expert Laila Ali to preside over the program launch and educate consumers about the health benefits of whole grain rice.**

## Profiles of Food & Beverage PR Firms



**Hanna Lee Communications' client Rayuela restaurant Chef Maximo Tejada (R) poses with CW-11 Morning Show hosts Sukanya Krishnan, John Muller and Rayuela's co-owner Hector Sanz (L).**

### Fleishman - Hillard

*Continued from page 25*

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 new sustainability practice to build communications around this increasingly important operational focus.

Clients include: Gatorade, Dannon, Subway, Dow AgroSciences, Kubota Tractor Corporation, PepsiCo, IHOP/Applebee's, Bayer Animal Health, National Mango Board, Tri-Lamb Group, Nestles, Dean Foods, ConAgra Foundation, Flax Council of Canada, Flour Fortification Initiative, Nutrients for Life Foundation, Maple Leaf Foods, U.S. Potato Board, Bumble Bee Seafoods, Fisheries Council of Canada, Mirassou Winery, Perdue Farms, California Raisin Marketing Board, California Tree Fruit Agreement, California Table Grape Commission, and SunSweet Growers.

### FRENCH/WEST/ VAUGHAN

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Raleigh, NC 27601  
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www.fwv-us.com

**Rick French, President/CEO**  
**Lauren Taylor, Exec. VP, Partner**  
**David Gwyn, Exec. VP, Partner**



**On behalf of Cheez-It, Hunter PR commissioned professional cheese carver Troy Landwehr to carve Mount Rushmore out of a 700lb block of Wisconsin cheddar. The July 4th Cheez-It landmark was launched live during a national telecast of Fox & Friends before making a national tour.**

### Jack Glasure, Chief Mktg Officer

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and also ranks among the nation's 20 largest independent public relations firms. FWV consistently lands on industry lists as a top "national consumer agency," "powerhouse agency" or "agency to watch."

Headquartered in Raleigh, N.C. with offices in New York City and Tampa, FWV is home to one of the nation's largest Food and Beverage practice areas. 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, Dasani Plus and Simply Orange).

Client experience includes work for Celebrity Chef Lorena Garcia, the North Carolina Beer and Wine Wholesalers Association, Brinkers International (Maggiano's Little Italy restaurant chain), ConAgra, Nabisco Foods, Diageo North America (Bulleit Bourbon brand) and many others.

Product launches have included Nestea COOL, Diet Nestea, Gold Peak, Dasani Plus, Arbor Mist wines, Bulleit Bourbon, Dolphins & Friends snack crackers, various Orville Redenbacher's popcorns and Pemican 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.

### GCI GROUP

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**Jeff Hunt, CEO, GCI Group**  
**Donna Fleishman, Pres., GCI Atlanta, Food & Bev. Specialist**  
**Stephanie Marchesi, President, GCI NY, Food & Bev. Specialist**  
**Andrew Silver, EVP, Cons. Mktg**

GCI Group, a leading communications firm and subsidiary of WPP, has an impressive food and beverage offering with diverse talent, capabilities and clients. We've counseled some of America's biggest and best brands in the organic grocery, casual and fine dining, snack food, and wine and spirits industries. Whether creating the world's first-ever "Natural MeatCast" podcast series for Whole Foods, refreshing

Red Lobster's brand story via a cutting-edge website and culinary blog or devising a grassroots philanthropy program for Starbucks, we strive to develop communications solutions that pinpoint client business objectives, embrace innovative digital tools and push the creative envelope.

### HANNA LEE COMMUNICATIONS

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212/527-9969  
www.hannaleecommunications.com  
www.unwindwithwine.com  
hanna@hannaleecommunications.com

### Hanna Lee, President

Hanna Lee Communications, Inc. is a public relations agency specialized in food, wine, spirits, and hospitality. The agency's services include strategic planning; national and local media outreach; long term brand building; press trips, press conferences and media training; trade and consumer show support; and, sponsorship management and co-marketing promotions. Hanna Lee Communications, Inc. also owns its own wine club, Unwind With Wine™, a new monthly wine tasting and networking club.

Clients include Sobieski Vodka, Poland's #1 premium vodka imported by Imperial Brands, Inc., a wine and spirits importing company that is a wholly-owned U.S. subsidiary of Belvédère S.A. Sobieski Vodka recently formed a multi-year marketing partnership with Madison Square Garden and Radio City Music Hall, beginning March 1, 2008, as a result of an article on Sobieski's launch in the Sunday Business section of the *New York Post*.

Additional clients include Rayuela, a hot Latin American restaurant in Manhattan's Lower East Side that established a first-of-its-kind, Estilo Libre Latino (Freestyle Latino) cuisine category and Bar Celona, a new Spanish tapas lounge in Williamsburg, Brooklyn.

### HUNTER PR

41 Madison Avenue, 5th Floor  
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gleong@hunterpr.com

### Grace Leong, Partner

Hunter Public Relations is among the top-ranked firms specializing in food, beverage and spirits marketing

## Profiles of Food & Beverage PR Firms

communications. The 48-person, independently owned and operated firm offers strategic marketing PR services including creative brainstorming and facilitation, 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: Kraft Foods, E&J Gallo Winery, Diageo Kellogg's, Campbell's, Wrigley, Arby's, Pepsi, Welch's, McIlhenny Company, Signature Brands and Tetley.

### JB CUMBERLAND PUBLIC RELATIONS

135 West 27th Street, 10th Floor  
New York, New York 10001  
646/230-6940  
www.jbcumberlandpr.com

**Joanna Cumberland, Pres. & CEO**  
**Marie Cacciato, Vice President**

Since 1985, JB Cumberland PR (JBC PR) has specialized in launching, branding and publicizing high-quality food, beverage and gourmet product companies. From publicizing San Pellegrino, Twinings Tea and CMA (German Foods Marketing Association,) to establishing the foam cuisine and whipped dessert trends for iSi; heightening the consumption of Australian lamb as an everyday meal option; positioning Bodum as the leader in the specialty coffee and tea categories and promoting healthy eating with Weil by Spring kitchenware, JBCPR thrives on offering the media relevant story angles. We become the media's trusted source for information, generating fruitful results for our clients.

### JS2 COMMUNICATIONS

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Los Angeles, CA 90048  
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41 East 11th Street, 11th Floor  
New York, NY 10003  
212/905-6260

Fax: 212/905-6264  
www.js2comm.com

**Jill Sandin, President**  
**Alissa Pinck, GM/VP, New York**  
**Rebecca Hutchinson, VP**  
**Amanda White, SAE**

Founded by Jeff Smith and Jill Sandin in 2001, JS2 Communications is a bi-coastal public relations agency dedicated to providing clients with strategic solutions, candid counsel and tangible results. Comprised of a dynamic group of seasoned professionals, the JS2 team is passionate about its relationships with niche-defining brands and its partnerships with the teams that build them.

JS2's F&B expertise is grounded in integral partnerships with some of the most acclaimed chefs and restaurants in the country, including Bradley Ogden and his eponymous, James Beard-award winning restaurant at Caesars Palace in Las Vegas; Michelin three-star chef Guy Savoy's restaurant; Francois Payard's new patisserie and bistro and the legendary Rao's restaurant at the same location; Neal Fraser and his Grace and bld restaurants, Ben Ford and Ford's Filling Station, Glen Ishii and Noé at the Omni Hotel, and Salvatore Marino's Il Grano in Los Angeles and Joachim Splichal's Paperfish in Beverly Hills. Renowned gourmet mail-order company Harry & David, Lawry's the Prime Rib in Beverly Hills, Ortega 120, and Rush Street are newcomers to JS2's client roster and notable, long-term past clients include: The Coffee Bean & Tea Leaf, Starbucks, Jamba Juice, Maggiano's California Pizza Kitchen, Baja Fresh, Levy Restaurants, Il Fornaio, Whole Foods, Einstein Bros. Bagels, Stolichnaya, McAllan Scotch, Remi Martin, and more.

### JSH&A

2 TransAm Plaza Dr., Ste. 450  
Oakbrook Terrace, IL 60181  
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www.jsha.com

**Jonni Hegenderfer, Pres. & CEO**  
**Jim Kokoris, EVP & Man. Prtnr**  
**Laura Dihel, SVP, Cons. Lifestyle**

JSH&A is a new kind of public relations agency dedicated to understanding today's lifestyles and PR strategies that speak to consumers in a relevant and clear voice. Experts at connecting with consumers and media, JSH&A's unique LIFTMStyle PR process creates innovative environments and techniques that deliver impact and gen-



**David Montalvo, Joanna Cumberland and Marie Cacciato of JBC PR demo Espuma Cuisine at the 2007 International Home and Housewares Show in Chicago.**

erate news.

In between launching new premium chocolate product lines for The Hershey Company, providing unique tasting experiences on behalf of Beam Global Spirits & Wine or helping to publicize The Voice of McDonald's II, JSH&A has connected with top food and beverage media to deliver outstanding results.

### KAPLOW

19 West 44th Street, Suite 601  
New York, NY 10036  
www.kaplowpr.com

**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 Chocie 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.

### KOHNSTAMM COMMUNICATIONS

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**Josh Kohnstamm, President**

February's announcement that Coca-Cola was purchasing a 40 percent stake in Kohnstamm client organic tea maker Honest Tea capped a 15-month PR flurry of beverage industry buy-outs, IPOs

△ **Continued on page 28**



**Coke's 40% stake in Kohnstamm client Honest Tea generated intense media interest, including a Fox Business News interview with CEO Seth Goldman.**

## Profiles of Food & Beverage PR Firms



During the 10th Annual Mrs. Cubbison's Student Chef Thanksgiving Cook-Off at Los Angeles Trade Tech's Culinary School, created and supervised by Lee & Associates, popular TV host Fernanda Kelly from NBC Telemundo was among the many media interviewing the students about their stuffing casseroles for the contest.

### Kohnstamm Comms.

Continued from page 27

and corporate investment announcements for the PR agency. Other client announcements included Pepsi's acquisition of Naked Juice, Anheuser-Busch's investment in Icelandic Glacial spring water, and a successful NASDAQ IPO for natural soda maker Reed's Ginger Brew.

The real PR success is seen over the years leading up to these watershed announcements, says agency founder Josh Kohnstamm. "The intensity of our consumer, business and trade PR efforts prior to these major deals provides unmistakable brand equity for our clients at a seminal moment when they need a great PR presence the most," said the head of the 15-employee Minnesota agency. "It can't be turned on like a switch, but rather crafted, built and peak over the preceding months."



Marina Maher Communications conducted the Arnold Healthy Sandwich Challenge, a four-city market tour to generate awareness of reformulated Arnold Natural Breads and encourage consumers to taste the product by creating healthy sandwich recipes. Christine Cregg is interviewed by Fox News Chicago after winning the Sandwich Challenge.

### THE KOTCHEN GROUP

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The Kotchen Group has established a niche in media relations for clients in the food, nutrition and food-safety category. The agency publicizes healthy school environments/menus, wellness policies and legislative issues to support the mission of the non-profit School Nutrition Association. Select food-service spokespersons are regularly booked for regional and national radio, TV and print interviews.

Cookbook media campaigns, multi-city press tours and author events are produced for publishers such as Workman Press, Random

House, Chronicle Books, Storey Publishing and others. Cookbook titles have included Dad's Own Cookbook, Shrimp & Grits, Tailgate Party, The Gold Coast Cure, Thanksgiving Table and The Healthy Lunchbox Cookbook.

The firm also has represented Raytek Food Pro, Dunkin' Donuts, Wild American Shrimp Association, Tyson and others through top market television campaigns and full-service media relations programs.

### LEE & ASSOCIATES

145 S. Fairfax Ave., #301  
Los Angeles, CA 90036  
323/938-3300  
www.leeassociates.com

Howard Pearlstein, *Principal*

Lee & Assoc. offers strategic 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 over 50 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.

### LEVICK STRATEGIC COMMUNICATIONS

1900 M Street, NW  
Washington, DC 20036  
202/973-1300  
www.levick.com

Richard S. Levick, *Pres. & CEO*  
Gene Grabowski, *SVP & Chair - Crisis, Litigation & Prod. Liability Prac.*

Levick Strategic Comms., founded in 1998, is an independent privately held communications firm with expertise in high stakes communication and food industry issues. Honored as Crisis Agency of the Year by *The Holmes Report* in 2005, Levick is a leading practitioner in the field of food safety and in addressing attacks from NGOs and

activist groups such as People for the Ethical Treatment of Animals.

The firm's crisis, litigation, and product liability practice is headed by Senior Vice President Gene Grabowski, former Vice President of Communications and Marketing for the Grocery Manufacturers of America and 2007 winner of *PRNews*' Crisis Manager of the Year Award. He is among the country's most accomplished and sought-after professionals in handling food-related issues including marketing and branding, food safety and food and consumer-product recalls.

Levick has guided a number of food trade associations and food companies through successful publicity efforts and contentious litigation. Clients have included: Agriprocessors, Inc., Campbell Soup Company, Coca-Cola Company, Michigan Apple Committee, NewStar Fresh Foods, River Ranch Fresh Foods, Greenies Pet Treats, Stew Leonards Grocery Stores, Washington Apple Commission, United Fresh Produce Association, U.S. Apple Association and U.S. Potato Council and the U.S. Department of Agriculture.

### LUCKIE STRATEGIC PUBLIC RELATIONS

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Brian Pia, *SVP & Director*

Luckie Strategic Public Relations, with offices in Birmingham and New York, is a national consumer lifestyle PR firm and the 33rd largest food PR operation in the U.S.

Luckie PR rethinks your brand based on four key components: consumers, competitors, influentials and trends.

Luckie PR team members have worked on behalf of such clients as Hershey's, Little Debbie Snacks, LouAna Peanut Oil, Peterbrooke Chocolatier, Sunbelt Granola Bars, Whole Foods and various restaurants and resorts. Our Year of Alabama Food campaign received a Travel Industry Association award for best special promotion in the nation.

### MARINA MAHER COMMUNICATIONS

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Marina Maher, *President*

## Profiles of Food & Beverage PR Firms

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

Marina Maher Comms.' (MMC) Food and Beverage Practice has a team with decades of brand-building experience across multiple food, nutrition and beverage categories.

Currently, MMC is working with George Weston Bakeries on brands such as Thomas', Boboli, and Arnold Bread. MMC also leverages its wine industry expertise representing Terlato Wines International Brands including Markham Vineyards, one of Napa Valley's oldest vineyards, and Seven Daughters' exciting new wine blends. MMC's experience also includes work for the Weight Watchers line of licensed food products, McCain Foods' Elio's Pizza, Ronzoni, Godiva Ice Cream, Diet Coke, Champagne Mumm, Carefree Sugarless Gum, Johnson & Johnson's Healthy Woman Soy Menopause Supplement, Cholesterol Success, and Energy Fuel.

MMC offers clients its highly regarded marketing-to-women expertise and its innate ability to establish emotional connections between consumers and brands. Clients can also benefit from MMC's Media Connections, a team of experts in the fields of traditional and social media, special events and lifestyle trends (pop culture). Media Connections is focused on the smartest routes of managing Brand dialogue with clients' targets. Another benefit to clients is MMC's proprietary tool, Trendcaster, which leverages trends to benefit food & beverage brands.

### MALONEY & FOX

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**Brian Maloney & Margie Fox,**  
*Partners*  
**Hal Bienstock, New Business**

In the four years since creating its Food & Beverage division, Maloney & Fox (M&F) has grown the practice to include a roster of premium brands, all hungry for the kind of smart, brand-building programs for which the agency is known. By the end of 2007, the 25-person integrated marketing firm boasted

a F&B client list that includes long-time client, Drambuie, Bacardi Innovations (a division of Bacardi USA) and Bob Evans Restaurants, and increased the division's revenues by 21 percent over the prior year.

Following two years of successful campaigns which saw continued growth, M&F was tasked with being the lead strategic agency on the storied Drambuie brand in 2007. Uniting the various marketing elements and integrating PR, print advertising, marcoms, a renewed online strategy and the return of the signature Drambuie Den experiential sampling concept, M&F led a one-of-a-kind campaign. Based around the concept of the Drambuie Pursuit – a 100-mile adventure race across the Scottish Highlands that recreates the legendary flight of Scotland's rebel prince Charlie, for whom Drambuie was created in 1745 – M&F led a national search to find 10 teams of modern-day rebels across the US to take part in the all-expenses paid Pursuit.

Due in large part to its exceptional work with Drambuie, 2007 saw M&F developing and implementing integrated marketing campaigns for two nascent brands from Bacardi Innovations, Rubi Rey rum and Vanille Royale crème liqueur. Available only in select markets, both brands will be expanded nationally in 2008 due in part to M&F's marketing efforts.

### MARX LAYNE & CO.

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 www.marxlayne.com

**Michael A. Layne, Partner**

Specializing in public and corporate communications, Marx Layne has been providing marketing and PR services to restaurants, supermarkets and food and beverage service organizations since the early 1980s.

Services offered to clients include media relations, product publicity, crisis and issue management, internal communications, special events planning, direct mail, graphic design, web-content development, brochure and newsletter production.

Clients include McDonald's Restaurants of Southeastern Michigan, Seldom Blues and the Michigan Restaurant Association.



**Michael Layne, partner at Detroit-based food & beverage public relations agency Marx Layne & Co., samples several wines for a restaurant chain.**

### M BOOTH & ASSOCIATES

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

**Margaret Booth, President**  
**Rich Goldblatt, SVP, Director**  
**Jennifer Teitler, SVP, Director**

Whether it's afternoon tea, a glass of wine, a perfectly dressed salad, healthy Italian pasta, or cookies baked to perfection, M Booth & Associates has the right ingredients to successfully champion food and beverage brands.

In 2007, New World Pasta retained M Booth to lead an integrated campaign to help launch Ronzoni's Smart Taste and drive home the key message about calcium. The agency created "cowsdayoff.com," a viral campaign that got bloggers and

food sites mooing. For Ronzoni's Healthy Harvest, the leading whole grain pasta, the agency is planning a Leap Day promotion via a partnership with Egreetings.

M Booth continues to dial up the wellness messaging for Unilever. As agency of record for Wish-Bone, the firm engaged consumers and media at the 2nd annual salad fashion show at Grand Central Terminal. For Country Crock, the firm created the perfect recipe for creating an online dialogue with consumers via "Spread the Sharing" and helped trigger a 2 million meal donation through America's 2nd Harvest. To launch I Can't Believe It's Not Butter's spread with olive oil, M Booth offered consumers a taste of the Mediterranean by transforming urban spaces in Boston, Philadelphia and NY's Times Square into tropical isles.

M Booth is creating lifestyle

△ *Continued on page 30*



**M Booth & Associates helped create Country Crock's Spread the Sharing campaign, which featured Grammy Award singer Amy Grant leading an effort to collect stories of sharing. The effort collected one million stories and donated 2 million meals through America's 2nd Harvest.**

## Profiles of Food & Beverage PR Firms



**Chef Kyle Shadix, Director of Nutrition & Culinary Services for Nutrition + Culinary Consultants.**

### M Booth & Assocs.

Continued from page 29

experiences around premium wine and spirits brands including Remy Cointreau USA, and its Scotch Whisky portfolio including The Macallan, champagnes Piper-Heidsieck and Charles Heidsieck and Masi Wines.

### M&P FOOD COMMUNICATIONS

33 N. Dearborn, Suite 909  
Chicago, IL 60602  
312/201-9101  
Fax: 312/201-9161  
foodexperts@mpfood.com  
www.mpfood.com

**Brenda McDowell, President**  
**Jessie Vicha, Sr. Acct. Mgr.**  
**Liz Rytel-Mudroncik, Sr. Advisor**

PR & marketing for food and nutrition, beverage, consumer products, commodity groups and services.

M&P Food Communications, Inc. creates strategic food marketing communications programs that resonate with the target audience. Specializing in food and nutrition communications, M&P has had its pulse on key trends in the food community for 20 years.

We are staffed with experienced communicators who have food expertise and a strong interest in food. At M&P we represent clients who market products that we believe in and feel passionate about.

M&P builds awareness for

client programs and products among key influencer groups through a variety of activities, including special events, new product introductions, recipe contests, seminars and meeting exhibits, media relations, electronic content management and deskside visits.

Clients include Wilton Industries, Inc., Seneca Foods Corp., The Quaker Oats Co., Dreamfields Pasta and Federation of Maple Syrup Producers.

### MWW GROUP

One Meadowlands Plaza  
East Rutherford, NJ 07073  
201/507-9500  
www.mww.com

**Michael W. Kempner, Pres. & CEO**  
**Alissa Blate, EVP, Director of Consumer Marketing**  
**Cheryll Forsatz, Senior VP**

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, 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 experience includes: Sara Lee, Jimmy Dean, Ball Park Franks, Gallo Salame, The

Palm Restaurants, McDonald's, Freshdirect, Gardenburger, Xango, The Restaurants at Newport and Sam Adams.

### M YOUNG COMMS. INC.

78 Fifth Avenue, Suite 3  
New York NY 10011  
212/620-7027  
Fax: 212/645-3654  
www.myyoungcom.com

**Melanie Young, President**

M Young Communications provides marketing, public relations and special event production to beverage, food and destination clients. The firm's expertise is in the marketing and promotion of wine, spirits, beer and non-alcohol beverages, and representing with off-shore beverage and food companies and organizations.

### NUTRITION + CULINARY CONSULTANTS

**a WPP Company**  
589 8th Avenue, Suite 4  
New York, NY 10018  
212/329-6270 x 296  
www.culinarynutritionists.com

**Chef Kyle Shadix, MS, RD,**  
*Director*

Nutrition + Culinary Consultants (NCC) aims to be a proven resource for foodservice chain restaurants, food manufacturing R&D teams, food and beverage marketing boards, corporations, healthcare foodservice operations, university and college campus dining services and communications professionals.

Our advertising and marketing services include: Research and development, nutritional analysis, Food safety and food science practice, Health and culinary nutrition consulting, Recipe & new product development, Menu concepts, Brand partnerships, National Account Support and Training programs.

Former clients include: Disneyland Hong Kong, PepsiCo Foodservice, Dannon Foodservice, FL Dept of Citrus, Beam Global and Ventura Foods.

NCC is also a part of the WPP Group plc (NASDAQ:WPPGY), one of the world's largest communications services group.

### OGILVY PR WORLDWIDE

825 Eighth Avenue  
World Wide Plaza  
New York, NY 10019  
212/880-5351  
www.ogilvypr.com  
Barby.siegel@ogilvypr.com

**Barby Siegel, Managing Director,**  
*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, break through 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 the trends in food and beverage today and, more importantly, tomorrow. Our roster of food clients includes Unilever (Lipton, Slim-Fast, Promise, Knorr, Bertolli, Slim-Fast), Quaker, Tropicana, 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

1101 W. River Pkwy.  
Minneapolis, MN 55415  
612/455-1700  
www.psbpr.com

**Tom Jollie, Senior VP, Consumer Products**  
**Mary Jo Exley / Liz Hanlin,**  
*Directors, Food*

Padilla Speer Beardsley is an independent, multi-specialty communications firm with offices in Minneapolis and New York. With expertise in the food industry, the firm has created programs that range from launching new products, to reenergizing existing brands, to creating promotional partnerships, to handling product recalls. We engage proven planning methodologies that provide insight, guide strategy and identify measurable outcomes. Our award-winning pro-

## Profiles of Food & Beverage PR Firms

grams have driven business results for clients nationally for 47 years.

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

### PAINPR

19000 MacArthur Blvd., 8th Floor  
Irvine, CA 92612  
949/809-6854

**Daryl McCullough**, CEO  
**Cynthia Rude**, Managing Partner,  
Food & Beverage  
**Justin McCarthy**, VP, Business  
Development

PainePR has 20 years of experience within the food and beverage categories, specializing in functional foods and nutrition, as well as foods and beverages targeting major sectors from youth to baby-boomers.

The firm has a proprietary network of national and major-market registered dietitians and chefs covering more than 30 markets. This resource group serves as local market influencers and spokespeople for the agency and its clients. Within the food and beverage category, PainePR specializes in product launches and ongoing brand building programs and issues management, including functional foods, youth/adult obesity, organic/GMO and nutritional supplements.

Clients include Archer Daniels Midland, the Kao Corporation, Procter & Gamble, as well as Johnny Rockets, Taco Bell, Pizza Hut, California Pizza Kitchen, National Natural Foods Association, Minute Maid Lemonade, Kashi Company (Kellogg's), and several domestic and import brands for Anheuser-Busch and Miller Brewing Company including Foster's, Molson, and MGD.

In the public education and social market sector, PainePR is AOR for the Los Angeles Unified School District Nutrition Network, and supports the Network for a Healthy California, a program funded by the USDA food stamp program through the California Department of Public Health.

In the area of pet nutrition, PainePR is the U.S. AOR for Procter & Gamble Pet Care (Iams/Eukanuba).

A subsidiary of the Cossette Communication Group, PainePR

has core offices in New York City, Los Angeles, Boston and Orange County (Irvine) Calif.

### PIERSON GRANT PR

6301 NW 5th Way  
Ft. Lauderdale, FL 33309  
954/776-1999  
www.piersongrant.com

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

Pierson Grant PR is a full-service agency serving a range of national and regional clients with strategic and tactical planning, media and community relations, crisis communications, special events management and Internet-based PR.

Restaurant clients include: Dairy Queen, Benihana, Olive Garden, Jamba Juice Florida and Shula's On The Beach.

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 the Internet marketing.

### PEPPERCOM

470 Park Ave. South  
New York, NY 10016  
212/931-6100  
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 Malibu-



**Nancy Cartwright**, one of the world's leading voice actors and most commonly known as the voice of cartoon character Bart Simpson, celebrated Jamba Juice's grand opening event in Clearwater, Florida. Pierson Grant Public Relations, based in Fort Lauderdale, handles PR duties for Jamba Juice in Florida.

Kahlua International, Dr. Praeger's Sensible Foods, Procter & Gamble's Millstone Coffee, and Diageo.

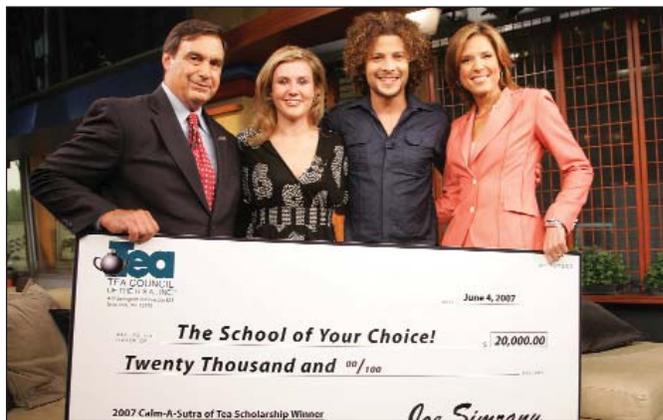
### POLLOCK COMMUNICATIONS

665 Broadway  
New York, NY 10012  
212/941-1414  
www.pollock-pr.com

**Louise Pollock**, President

Pollock Communications, Inc. is a full-service, independent public relations agency with expertise in food, beverage, nutrition, brand marketing and food industry issues management. Founded in 1991, the agency has a highly qualified senior account staff experienced in marketing health and nutrition products and services with broad and deep experience in

▲ **Continued on page 32**



**Joe Simrany** (L), President of the Tea Council of the USA, Inc., is seen here presenting **Tara Taylor** (Center L) of Rockville, Maryland, a scholarship check for \$20,000, alongside American Idol runner-up and celebrity spokesperson **Justin Guarini** (Center R) and CBS Early Show Anchor **Hannah Storm** (R), in New York City as part of the Council's "Calm-A-Sutra of Tea" viral media campaign, created, executed and supervised by Pollock Communications, Inc.

Photo by Zack Seckler

### Pollack Communications

Continued from page 31

communicating the taste, health and lifestyle benefits of brands and commodities to consumer, retail and business audiences. In addition, the agency has been successful in developing alliances and partnerships with health and nutrition professional groups and organizations that benefit client brands.

Clients have included: ARAMARK Corporation, Campbell Soup Company, First Juice, Gourmet Garden, Haagen-Dazs Frozen Desserts, General Mills, M&M Mars, Tea Council of the USA, Sorrento brands, Vitalicious, Unilever Promise brands, and USA Rice Federation.

### QUINN & CO.

520 8th Avenue, 21st floor  
New York NY 10018  
212/868-1900  
www.quinnandco.com

**Florence Quinn**, *President*  
**Danielle Pagano**, *Vice President,*  
*Food, Wine + Spirits*

Quinn & Co. is an award-winning public relations firm that has recently entered the food, wine + spirits PR field, having made our mark in real estate and travel PR. We produce results-oriented work that is both strategic and creative. For our first food client, Levy Restaurants, in one month alone we secured more than 250 TV spots, including Nightline, CBS This Morning and Fox & Friends, as well as placements in *Chicago Tribune*, *Food & Wine*, *Hemispheres*, *New York Post*, *OK! Weekly*, *USA Today* and *Wall Street Journal*.

Our innovative initiatives, which garner significant publicity, are recognized among the media and within our industries. Our unique approach has resulted in a number of industry "firsts" and earned us the HSMIA Best of Show award (best travel PR campaign worldwide) in 2006 and 2005.

We developed the Chief Beer Officer (CBO) initiative for Four Points by Sheraton, after creating the first-ever beer sommelier program for Four Points Los Angeles LAX. We invented Martini on the Rock, the

\$10,000 martini at The Algonquin Hotel that was covered by over 400 broadcast segments, including Letterman, Regis & Kelly, Good Morning America and NPR and featured on the cover of the *New York Daily News*. It also became the most e-mailed story on CNN.com and was featured as a question in Trivial Pursuit Pop Culture II. We created the first-ever restaurant baby food menu and hot-dog flight as well as the hottest wings in the world. We also developed the Club Med Diet for Club Med.

Our considerable media contacts, nurtured on a daily basis in NYC, complement our creative abilities to produce optimum PR results. The Quinn & Co. culture of teamwork, innovation and accessibility fosters a highly productive atmosphere among the 40 professionals, from account staff to the firm's partners. We pride ourselves on our results.

### RF | BINDER PARTNERS

950 Third Ave., 7th Floor  
New York, NY 10022  
212/994-7600  
www.rfbinder.com

**Amy Binder**, *CEO*

RF|Binder Partners is an independent PR and marketing communications agency that offers industry leading expertise in the areas of food and beverage. Founded in 2001, RF|Binder has provided strategic and creative counsel to distinguished companies in the consumer food and beverage space including Cargill, Dunkin Brands, Pilsner Urquell, Splenda, Smith & Wollensky, Wines of Chile, Wines of Germany, Tillen Farms Pickled Vegetables and Vermont Country Soups. RF|Binder's staff is equipped with decades of professional experience working with global food, wine, and spirits corporations and provides services including food product and restaurant launches, branding and reputation management, crisis communications, investor relations, as well as counsel on food security, food contamination, GMOs, import/export issues, diabetes and obesity, nutrition and dietary supplements, and organics.

### ROSICA STRATEGIC PR

95 Route 17 South, Suite 109  
Paramus, NJ 07652  
201/843-5600

641 Lexington Avenue  
New York, NY 10022  
212/634-6370  
www.rosica.com  
www.theauthenticbrand.com

**Chris Rosica**, *CEO*

Established in 1980, Rosica Strategic Public Relations has successfully established national brands and generated national, regional and local media coverage for its food and beverage clients.

The agency's affinity with the food and beverage industry began with putting the "fame" in Famous Amos Chocolate Chip Cookies and they continue to work with the founder Wally Amos and the Uncle Wally's Muffin Company with the introduction of various product lines. Company CEO Christopher Rosica's background and training as both a chef and food safety expert has given the agency further leverage.

The breadth of work includes PR campaigns for food, beverage, restaurant, nutrition and gourmet clients. Past food clients include Keebler, Eggland's Best, MarieBelle Fine Chocolates, A&H Kosher Provisions, and J.R. Watkins.

The company represents the Nice-Pak Commercial Division of PDI, makers of sanitizing and disinfecting wipes for the food service industry, and Uncle Wally's Muffin Company, the #1 branded in-store bakery muffin company that was founded by Wally Amos.

Rosica's services that deliver results include: media relations, product and corporate branding, strategic planning, special events, cause-related marketing, spokesperson training, media tours and new product introductions.

### RUDER FINN

**Global Headquarters**  
301 East 57th Street  
New York, NY 10022  
212/593-6400  
www.ruderfinn.com

**Ruder Finn West**  
388 Market Street  
San Francisco, CA 94111

415/348-2733

**Alicia Young**, *Executive VP*  
**Howard Solomon**, *Managing Director, Ruder Finn West*

The world of Food and Beverage companies is changing. Although taste remains at the top of the consumer wants list, product benefits have become critical to success. Media targets today aren't just the food pages, but the health, lifestyle news reporting in consumer and trade publications, broadcast and of course, the internet as well.

Ruder Finn positions its food and beverage expertise at the heart of our Health and Wellness specialty, allowing us to tap not just traditional PR knowledge, but the ability to deliver health benefits messages to consumers and medical professionals as appropriate.

Among the food and beverage companies we have recently championed include a number of domestic and imported wines such as Tuscany's Castello di Gabbiano and Australia's number one wine, Wolf Blass (Foster's Wine Estates Americas); Twinings Tea of London (Twinings Herbal Tea product launch); Sweet 'n Low (product and corporate); Snapple (Snapple Classic Black Teas product launch); ModMix Organic Cocktail mix, the first ever USDA-certified cocktail mixer; Dreamerz Foods, an all-natural sleep beverage designed for women; Everpure, a leader in providing quality water solutions to the foodservice, vending, residential, RV, marine and aviation markets (branding and PR), Seagram's (event marketing) and Gerber (product and corporate).

We understand taste and we understand benefits, and we work diligently to be certain that both come to the fore for each and every food and beverage brand we represent.

### SCHNEIDER ASSOCIATES

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617/536-3180  
launch@schneiderpr.com  
www.schneiderpr.com

**Joan Schneider**, *President & Creative Director*  
**Julie Hall**, **Phil Pennellatore & Scott Beaudoin**, *VPs.*

Schneider Associates is a full service marketing communications firm with experience in consumer public relations, corporate

## Profiles of Food & Beverage PR Firms

communications, B2B and public affairs. We specialize in Launch Public Relations<sup>SM</sup> — a proprietary method of launching & sustaining new products, services, companies and communities. Additional agency services include branding, creative, design, messaging, media training, special events, crisis communications, spokesperson training and social media.

Types of PR handled include: consumer products, launch public relations, food & beverage, retail, public affairs, corporate communications, financial & professional services and real estate.

Clients include Baskin-Robbins, Bertucci's Brick Oven Ristorante, Cabot, Cabot & Forbes, New England Confectionary Co. (NECCO) & Reckitt Benckiser.

### TAYLOR

The Empire State Building  
350 Fifth Avenue, Suite 3800  
New York, NY 10118  
212/714-1280  
Fax 212/695-5685  
info@taylorpr.com  
www.taylorpr.com

**Tony Signore**, CEO & Man. Partner  
**Bryan Harris**, COO & Man. Partner  
**Mark Beal**, Managing Partner

Taylor (formerly Alan Taylor Communications) partners exclusively with category leading consumer brands that utilize sports, entertainment, and lifestyle platforms to achieve business building goals.

Founded in 1984 and recognized as the leading lifestyle and sports public relations agency, Taylor has 110 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 consumer insight, program planning and development, strategic media relations, event production, spokesperson procurement and training, Hispanic/multicultural marketing communications, digital and emerging media, and measurement and evaluation.

For nearly 20 years, Taylor has developed strategic marketing communications programs for category leading food and beverage brands, designed specifically to engage their target consumer and create business impact for their client partners. 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, Johnnie Walker, Jose Cuervo, Guinness and Smirnoff, among others. Taylor has also worked with other leading brands including EAS sports nutrition products and General Mills.

In addition to program development and brand awareness for Diageo, the agency is charged with weaving a social responsibility message throughout all activities, highlighting the importance of making responsible decisions. 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, Gillette, Microsoft, Allstate, Staples, Smirnoff, Alltel Wireless, and Kleenex.

### TORME LAURICELLA PUBLIC RELATIONS

847 Sansome Street  
San Francisco, CA 94111  
415/956-1791  
www.torme.com

**Margaret Torme**, CEO  
**Deborah Lauricella**, President

Torme Lauricella Public Relations is a boutique, San Francisco-based, women-owned, marketing and public relations firm. Since 1983, we have served clients in a broad range of industries, typically, leading companies who market products and services nationally.

We are lifestyle experts, leveraging the consumer trends and issues that affect California and the West today, and the rest of the country tomorrow. Our credentials are unusually strong across a range of lifestyle products and services. Our past and present food and beverage clients include C&H Sugar, C&W Frozen Foods, California Milk Advisory Board, Cornnuts, Glen Ellen Winery, Groth Winery & Vineyard, Iceberg Lettuce Commission, Nancy's Specialty Foods, New Zealand Apple & Pear Marketing Board, S&W Fine Foods, and the Walnut Marketing Board.

We aim to creatively express brand personality in a way that enables public relations to directly and measurably support marketing



**Taylor partners with category leading brand such as Crown Royal to leverage sports, entertainment and lifestyle platforms. One of the many initiatives Taylor helped develop and implement in 2007 featured the renaming of the Crown Royal 400 NASCAR Nextel Cup Race in Richmond, VA to the Jim Stewart 400.**

objectives. We value our client relationships and believe they flourish most when our focus is on quality of service above all else. Consequently, we set our performance standards high and we take them very seriously.

### TRANSMEDIA GROUP

240 W. Palmetto Park Rd., Ste. 300  
Boca Raton, FL 33432  
561/750-9800  
www.transmediagroup.com

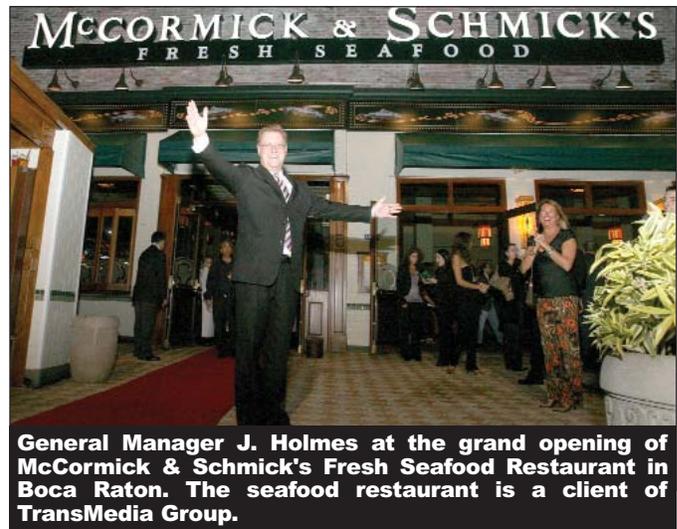
**Tom Madden**, CEO and Founder  
**Kim Morgan**, Senior VP  
**Lynn Martin**, Director of Public Relations

As a leader in public relations for the past 26 years, TransMedia

Group's bilingual staff has extensive experience representing chefs, restaurants and food product launches that have garnered international, national, regional and local media exposure.

Senior Vice President Kim Morgan has worked with some of the world's best-known television chefs and cookbook authors that include Jacques Pepin, Paul Prudhomme, Natalie DuPree, Vertamae Grosvenor, Martin Yan, Mr. Food (Art Ginsberg) and many others. In South Florida, Morgan spearheaded the grand openings of such notable restaurants including McCormick & Schmick's, New York Prime, Durango Steak House and The National Hotel on South Beach. According to J. Holmes, General Manager of McCormick &

▲ **Continued on page 34**



**General Manager J. Holmes at the grand opening of McCormick & Schmick's Fresh Seafood Restaurant in Boca Raton. The seafood restaurant is a client of TransMedia Group.**



**Wheatley & Timmons converted a Chicago hair salon into a "pop-up" ultra-lounge to launch Cocktails by Jenn. The invitation-only bar serving Jenn martinis and beauty makeovers generated buzz and awareness as the brand helped celebrate girl's night out.**

### Transmedia Group

*Continued from page 33*

Schmick's, "We had one of the strongest grand openings in the company's history. The front page and broadcast media that TransMedia consistently secured helped propel our restaurant beyond our expectation."

TransMedia Group, honored by the Public Relations Society of America, offers strategic planning, media relations, special events and promotions, product launches, corporate public relations and crisis management.

### TREVELINO/ KELLER

King Plow Arts Center  
949 W. Marietta Street, X-106  
Atlanta, Georgia 30318  
404/214-0722  
www.trevelinokeller.com

Trevelino/Keller specializes in working with emerging and established concepts looking to create a national footprint. The firm works extensively within the franchising industry and has historical experience with some of the largest food and beverage companies in the country. Dean Trevelino, a speaker at the 2008 National Restaurant Association Conference on "How to Score Customers at the Local Level," leads a food and beverage practice that currently represents seven regional and

national restaurant concepts. The firm's expertise includes national and local media relations, viral communications, executive visibility, concept strategy and positioning, and crisis communications. In 2008, the firm will be bottling its first wine, a Grist Vineyard Zinfandel from Crushpad. Salute!

### WEBER SHANDWICK

St. Clair, Suite 1000  
Chicago, IL 60611  
312/988-2300  
www.webershandwick.com

**Cathy Calhoun & Gail Heimann,**  
*Co-Presidents, Consumer Marketing*  
**Janet Helm, MS, RD,** *Director of Food and Nutrition*

Weber Shandwick is immersed in the food business from farm to fork, with clients representing every part of the food pyramid. Whether launching a new product, repositioning a brand, or helping an established brand strengthen its connection with consumers, Weber Shandwick offers extensive experience and expertise in nutrition communications, consumer education, alliance building, health influencer outreach, crisis counseling, issues management and Web relations.

Our clients enlist us for help in nutrition claims development and identifying culinary, health

and wellness trends that help drive their innovation plans. We also have deep experience in food safety and sustainability.

Weber Shandwick works with many of the world's leading food and beverage companies, brands and associations, including Campbell Soup Company, Kraft Foods, KFC, Milk Processor Education Program, National Pork Board, The Trade Commission of Spain, Oscar Mayer, McCormick and Unilever. The agency conducts 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, like the launches of Kraft's South Beach Lifestyle line, Nabisco's 100 Calorie Packs, Planter's NUT-rition products and Campbell's Reduced Sodium soups.

### WHEATLEY & TIMMONS, INC.

737 North Michigan Ave., 22nd Flr.  
Chicago, IL 60611  
312/755-6200  
www.wheatleytimmons.com  
Blog: brandtrailblazers.com/blog

**Robert Wheatley,** *CEO*  
**Rich Timmons,** *President*  
**Alyssa Burns,** *Vice President and Director of Client Services*  
**Kerri Erb,** *Vice President, Director of Media Services*  
**Mary Clare Middleton,** *Associate Director, Consumer Products*

Wheatley & Timmons is the leading public relations firm focused on merging brand strategy development with top-level strategic public relations and marketing communications expertise.

Our agency is devoted entirely to building CPG brands and businesses. We specialize in launching new products, creating new categories and reinventing mature brands.

We help businesses like Sargento Cheese, Corona Beer, Nature's Variety pet foods and Barton Brands (liquors) become TrailBlazers in their categories. Watch us at work by watching these videos: Sargento Foods artisan cheese launch: [www.wtcast.net/artisan](http://www.wtcast.net/artisan), LIFE Cereal Chocolate Oat Crunch launch: [www.wtcast.net/life](http://www.wtcast.net/life), Thermos brand new product

launch: [www.wtcast.net/foogo](http://www.wtcast.net/foogo).

To help guide our approach, we created the TrailBlazer™ planning module to help build a powerful, engaging bridge between brands and those most likely to buy: We energize client businesses with TrailBlazer brand strategies that can help category leaders and followers compete more effectively. Through key insights about consumer passions and behaviors we help clients forge authentic, trustworthy relationships with their most passionate users. We translate that strategic compass into intrusive brand stories communicated through top national editorial media, creative Web and social media outreach, strategic events and brand sponsored experiences.

Can we help make your brand a TrailBlazer?

### WORDHAMPTON PUBLIC RELATIONS

512 Three Mile Harbor  
East Hampton, NY 11937  
631/329-0050

423 Pulaski Street  
Riverhead, NY 11901  
631/727-6204  
www.wordhampton.com

**Steve Haweeli,** *President*  
**Nicole Starr Castillo,** *Executive Vice President*

Established in 1992, WordHampton Public Relations is an award-winning agency on Long Island representing signature hospitality, real estate and lifestyle businesses. Our mission is to build reputations and revenues through strategic and creative thinking, deep media relationships and client partnering. We are the number one food and beverage public relations firm on Long Island. We have represented hundreds of restaurants and launched national franchises to the region. As the organizers of Long Island Restaurant Week and Hamptons Restaurant Week, we have generated millions of dollars in revenue for participating businesses since 2003. WordHampton Public Relations' PR Awards include: 2006 Sabre, 2007 Bronze Anvil, 2007 MarCom Award, and 2007 Communicator Award. Imaginative. Accountable. Spirited. Wordhampton. ■

# O'DWYER'S RANKINGS

## TOP FOOD & BEVERAGE PR FIRMS

1. Edelman	New York	\$40,413,876	29. Morris + King Co.	New York	396,894
2. Regan Comms. Group	Boston	5,100,000	30. Lambert, Edwards & Assocs.	Grand Rapids	393,141
3. Hunter PR	New York	4,773,939	31. Hope-Beckham	Atlanta	361,559
4. RF Binder Partners	New York	4,186,000	32. Rhea & Kaiser	Naperville, IL	359,946
5. Taylor	New York	3,400,000	33. Luckie Strategic PR	Birmingham, AL	345,864
6. M Booth & Assocs.	New York	2,500,559	34. Kaplow Comms.	New York	303,000
7. French West Vaughan	Raleigh, NC	1,281,411	35. Travers, Collins & Co.	Buffalo	300,943
8. Coyne PR	Parsippany, NJ	1,273,949	36. Davies	Santa Barbara	300,000
9. M&P Food Comms.	Chicago	1,270,874	37. Zeno Group	New York	298,535
10. Schneider & Assocs.	Boston	1,268,608	38. Vollmer PR	Houston	288,482
11. Widmeyer Comms.	Wash, D.C.	1,200,000	39. Valencia, Perez & Echeveste	S. Pasadena	259,686
12. Pierson Grant PR	Ft. Lauderdale, FL	1,108,273	40. Maccabee Group	Minneapolis	226,501
13. APCO Worldwide	Wash, D.C.	1,030,059	41. The Kotchen Group	W. Hartford, CT	226,451
14. 5W Public Relations	New York	1,000,000	42. Clifford PR	New York	200,327
15. Padilla Speer Beardsley	Minneapolis	994,190	43. McGrath-Power PR	Santa Clara, CA	195,000
16. Morgan & Myers	Waukesha, WI	825,465	44. Landis Comms.	San Francisco	187,500
17. JS2 Comms., Inc.	Los Angeles	700,994	45. BizCom Assocs.	Addison, TX	175,000
18. Carmen Group	Wash, D.C.	687,200	46. CTA PR	Louisville, KY	138,000
19. Maloney & Fox	New York	606,422	47. Standing Partnership	St. Louis	135,613
20. Qorvis Comms.	Wash, D.C.	600,760	48. Trevelino/Keller Comms.	Atlanta	135,000
21. Stanton Crenshaw	New York	600,000	49. Rosica Strategic PR	Paramus, NJ	126,000
22. Kohnstamm Comms.	St. Paul, MN	573,551	50. Y Partnership	Orland, FL	125,000
23. Charleston Orwig	Tallahassee	545,576	51. Thorp & Co.	Coral Gables	102,000
24. Marx Layne & Co.	Detroit, MI	545,040	52. Off Madison Avenue	Tempe, AZ	95,000
25. Richmond PR	Seattle	491,350	53. The Ledlie Group	Atlanta	89,234
26. The Rogers Group	Los Angeles	445,545	54. Transmedia Group	Boca Raton, FL	80,000
27. PainePR	Los Angeles	425,530	55. v-Fluence Interactive PR	St. Louis	71,500
28. Dudell & Assocs.	Oakland, CA	423,000	56. Bridge Global Strategies	New York	44,743