

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



"Mmm..." BLAZE PR executed The Simpsons Movie & 7-Eleven campaign, converting 7-Eleven stores into Kwik-E-Marts and earning a 2008 Silver Anvil Award.



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 Alton Brown at an event sponsored by Diamond Crystal kosher salt.

ALLISON & PARTNERS

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Scott Allison, CEO

Allison & Partners brings the attention of a boutique agency with the resources of a global brand leader to clients with a passion for food. With experience growing some of the world's leading food, restaurant, beverage, wine and spirits, nutrition and CPG brands, our team of consummate foodies brings fresh ideas to influencers in the media and beyond. We leverage the expertise of our consumer marketing, public affairs, corporate communications and entertainment integration practices to drive both consumer preference and sales, capitalizing on changing consumer behaviors and attitudes to deliver stronger brands. With seven full-service offices across the United States, our capabilities include product positioning and branding, launches, publicity and media tours, events and promotions, restaurant openings, sampling and tasting events, Internet, social networks and emerging media outreach, retail marketing, sponsorships and alliances and corporate social responsibility to reach consumer audiences and build market share.

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 nearly two decades, BLAZE has produced award winning, effective, bottom-line responsive campaigns for hospi-

talities, 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.

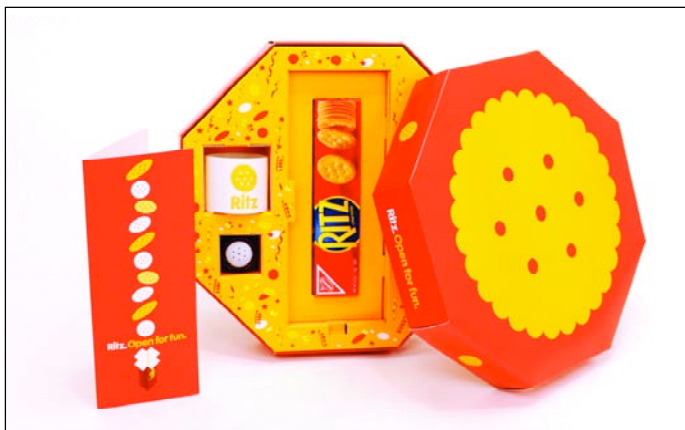
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Douglas K. Spong, APR, President
Grete Krohn Lavrenz, Senior Counselor, Chair, Food & Beverage

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.



Coyne PR's food team spread a little joy to the media in helping to launch Ritz Crackers' newest campaign "Open for Fun," fully crafted in-house by our internal design department.

COHN & WOLFE

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Stephanie Marchesi, *President, 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 Dir. &*

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

For 28 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 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 dieticians 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 new food and beverage product launches, influencer programs, media events, promotions and celebrity campaigns.

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Tom Coyne, *CEO*
Richard Lukis, *President*
Tim Schramm, *Senior Vice President*
Lisa Farynyk, *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 has represented 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, crisis management and social media. Coyne PR was named 2007 Best Agency to Work For by the *Holmes Report* and has been a finalist for *PRWeek's* Agency of the Year five of the last seven years.

CRT/TANAKA

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

CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbeSM workplace culture and approach to business. 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 has been recognized with nearly 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, VHA Inc., Sprint Nextel and Mirage Studios (Teenage Mutant Ninja Turtles).

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.



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CURRENT

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Virginia Devlin, General Manager
Amy Colton, Senior Vice President
Jennifer Seyler, Registered Dietitian

Current helps clients develop strategic marketing campaigns that seamlessly integrate with the ever-changing activities, interests and opinions of today's consumers.

A Sabre award-winning agency staffed with seasoned food and nutrition marketers, including a registered dietician and certified fitness trainer, Current represents a 5-star roster of food industry clients such as Glad, Hidden Valley Ranch, Kingsford, Seeds of Change and Uncle Ben's, as well as beverage clients including Borden Milk, Constellation Wines, FRS Healthy Energy and Shamrock Farms.

Our work focuses on brand and commodity marketing, such as new product launches, consumer education campaigns, cause-related partnerships, influencer outreach, word-of-mouth marketing and social media programming. The agency is part of The Interpublic Group of Companies' Constituency Management Group.

EDELMAN

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

Since its founding, Edelman has helped many of the world's leading companies as well as category marketers shape their brands and deliver their messages. Among our clients are Kraft, Butterball, Heinz and Dannon as well as Dairy Management Inc. (DMI), the American Egg Board and the Mushroom Council. Edelman's US practice has 14 credentialed nutrition and public health experts and now includes Susan T. Borra, RD, formerly President of the International Food Information Council (IFIC), who joined Edelman in 2009 as Executive Vice President and Managing Director

of Nutrition, Food & Wellness. Additionally, in 2008, Edelman formed a Nutrition Advisory Panel of globally renowned experts to provide its staff with insights and guidance on such key topics as obesity, food ethics and functional foods.

ENVIROCOMM

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Envirocomm is a unique firm of veteran counselors assembled exclusively to help corporate executives deal with greening issues, and to obtain competitive advantages.

Environmental affairs, energy and climate change, and corporate sustainability are the firm's focus. Corporate clients get a senior professional, experienced, capable and ready to provide a comprehensive, confidential analysis of a current situation, or develop strategies for near and long term objectives — and to guide through the execution process as much as needed to produce a desired result. Our counselors are Tom Hellman, Ken Nasshan, Howard Glassroth, Colburn Aker, Shelley Spector, Jim Sloan, Tom Davis, and Brian Thomas in the U.S., and Gijs Dröge in Europe. Issues on which we have worked range from environmental, health and safety, product-related compliance, clean energy and green management matters to public affairs, climate change programs, sustainability reports and strategic stakeholder communications on carbon economics.

You can look at our team's credentials and sample some of our insights on the Envirocomm.com website.

E. Bruce Harrison leads the firm and facilitates effective match-up between client and counselor. Call Bruce at the Washington number for a conversation about what you're interested in and how to best utilize our green leadership team.

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John Graham, Chairman



Current and celebrity chef Mario Batali brought the Uncle Ben's partnership with Feeding America to life by hosting a cooking demonstration at the grand opening of a Los Angeles-area Kids Cafe. The program aims to educate consumers about childhood hunger, as well as support the brand's platform for healthy and convenient home cooking.

Dave Senay, President & CEO

Practice Group Leaders:
Janet Greenlee, Austin
Shelly Kessen, Sacramento
Melissa Novak, Kansas City
Karen Van Bergen, Amsterdam

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

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



Polish supermodel Joanna Krupa poses with a bottle of Sobieski vodka at a rooftop party in Manhattan to commemorate the Imperial brand's "Truth in Vodka" campaign, a record-breaking integrated marketing initiative launched last year by food and beverage PR team Hanna Lee Communications.

Photo: wireimage.com



Working on behalf of client Kraft Foods, Hunter PR created a cause-related initiative titled "Pose for The Cure" which benefited Susan G. Komen for the Cure. The program featured an on-line auction of designer-donated clothing, and an unveiling fashion show that was attended by more than 50 media outlets. Hunter PR arranged for Melanie Brown of the Spice Girls to design the campaign's official tee-shirt, host the fashion show and serve as the campaign spokesperson.

FOODMINDS

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FoodMinds offers an innovative recipe for food & nutrition affairs by harnessing science, public affairs and communications to meet clients' business and public health objectives.

In addition to its three co-founders — Laura Cubillos, RD; Bill Layden; and Sue Pitman, MA, RD — FoodMinds is a destination for employees and an Expert Network of more than 50 consultants. Customized, flexible client teams include registered dietitians, consumer marketers, media strategists, PhDs, science writers, and policy experts — who are passionate about food and nutrition and motivated to help clients create a better story, not just tell their story better.

Visit www.foodminds.com to learn more.

FRENCH / WEST / VAUGHAN

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Rick French, Chairman & CEO
David Gwyn, President & Principal
Lauren Taylor, Executive Vice President / Principal
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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 multifaceted programs to stimulate product trials and awareness.

HANNA LEE COMMUNICATIONS

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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 PR 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 has a wine club, Unwind With Wine™, which features monthly wine tastings and networking opportunities.

Clients include Sobieski Vodka, Poland's #1 premium vodka imported by Imperial Brands, Inc., a wholly-owned U.S. subsidiary of Belvédère S.A. The agency's "Truth in Vodka" PR campaign helped Sobieski Vodka smash the record for a newly-introduced spirit to achieve the 2.4 million bottle sales milestone in less than a year. The agency is also working with the innovative, premium Chilean winery, Terra Andina, and is launching a

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Dr. Andrew Weil answers food and health related questions at JBC PR managed product launch.

Hanna Lee Comms.

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“Soul of the Andes”-themed consumer PR campaign. Additional clients include Rayuela, a hot Latin American fine dining and cocktail destination in Manhattan that established a first-of-its-kind cuisine category, Estilo Libre Latino (freestyle Latino); Macondo, a casual new Latin tapera specialized in upscale street food; and Bar Celona, a fashionable Spanish tapas and cocktail lounge in Williamsburg, Brooklyn.

Hanna Lee Communications has helped numerous clients successfully build their brands. The agency only represents products in which it believes and about which it is passionate.

HUNTER PUBLIC RELATIONS

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Grace Leong, Partner

Hunter Public Relations is a top-ranked marketing communication firm specializing in food, beverage and spirits. The 60-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, Apple & Eve, McIlhenny Company, Signature Brands and Tetley.

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! In the world of PR companies, it’s not about who has the finest toys, the biggest clients or an abundance of office locations, it’s about who has the most creative, hardest working, most adaptive public relations team and the

influential media contacts to cut through the clutter. That is JBCPR.

We understand our clients’ markets, their businesses and their products — whether beverage, specialty food or homewares — so much so that one client’s wholesale business has tripled since our partnership began, and another client’s wholesale business has quadrupled. Two other clients have become category leaders without dropping a dime on advertising, and with our help another client is in the process of creating a new niche market.

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

JS2 COMMUNICATIONS

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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, JS2 Communication’s 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, top Italian fine dining destination Il Grano and Chicago-inspired bar and restaurant Rush Street. New clients stretch from Houston to Hollywood and include Robert Gadsby’s Bedford, CASA, Ivan Kane’s Café Was, RockSugar Pan Asian Kitchen and Tender Greens.

JSH&A

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

JSH&A is a new kind of public relations agency dedicated to developing effective and creative PR strategies that speak to consumers in a relevant and clear voice. Experts at connecting with consumers and media, JSH&A’s unique LIF™ Style and Social LIF™ PR processes create innovative environments and techniques that deliver impact and generate news on- and off-line.

While launching new premium chocolate product lines for The Hershey Company, providing unique tasting experiences on behalf of Beam Global Spirits & Wine or developing global media campaigns on behalf of McDonald’s, JSH&A has connected with top food and beverage media to deliver outstanding results.

KETCHUM GLOBAL FOOD & NUTRITION

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A food industry marketing pioneer for four decades that has served companies, brands and commodity groups shape perceptions and build sales, Ketchum’s Food & Nutrition Practice is dif-

The April Issue of O’Dwyer’s PR Report will showcase video and broadcast firms.

For more info about this issue, please contact Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com

ferent from all other agencies with: Registered dietitians on staff and staff certified nutrition communications professionals (an exclusive collaboration with Tufts University's Friedman School of Nutrition Science and Policy); A Well-Connected brand-building specialty combining consumer marketing practices with healthcare, nutrition and wellness marketing expertise; A Food B2B Group focused exclusively on full service marketing to the foodservice and food ingredient channel; The Ketchum Food Center, a test kitchen and "food think tank."

Clients include: British Potato Council, Cadbury, California Dried Plum Board, California Milk Advisory Board, California Strawberry Commission, Canned Food Alliance, ConAgra Foods, ConAgra Mills, Dr Pepper Snapple Group, Dreyer's, DSM Nutritional Products, Frito-Lay, Gilroy Food & Flavors, Häagen-Dazs, Horizon Organic, Kellogg, Kikkoman, Masterfoods, McDonald's China, National Cattlemen's Beef Association, Rachel's, Silk Soy milk, Solae and Wendy's USA.

THE KOTCHEN GROUP

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The Kotchen Group has an established niche in media relations campaigns for clients in food and nutrition categories. The agency publicizes healthy school environments/menus, wellness policies and legislative issues to support the national non-profit School Nutrition Association (SNA). 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. Campaigns have included Entertaining Simple, Dad's Own Cookbook, Tailgate Party, The Gold Coast Cure, The Healthy Lunchbox Cookbook and Eat Like a Pro.

The agency also has represent-

Sara Lee, Special K, Dunkin' Donuts, Wild American Shrimp Association and many others through top market television campaigns and full-service media relations programs.

LANE PR

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Wendy Lane, President

LANE PR is a nationally recognized PR agency focused on our clients' business success. We understand what is 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 nearly 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 business for our clients.

LEE & ASSOCIATES

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Howard Pearlstein, Principal

Lee & Assocs. 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



L.A. Trade Tech Culinary School Director, Steve Kasmar (far right) and Vick Gwinn from Mrs. Cubbison's Foods (far left) congratulate the student chef winners in the school's 11th 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 nearly 60 years.

Mrs. Cubbison's Foods (stuffing and croutons — a client for nearly 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.

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Anita Fial, President
Ruth Lowenberg, Senior VP

Lewis & Neale is the preeminent full-service communications agency devoted exclusively to the marketing of food. The firm has built a solid reputation by successfully enhancing the image of its clients' products, changing consumer attitudes, building demand and launching and repositioning products. Clients depend on the agency for strategies and creativity that consistently deliver outstanding results.

To support the company's singular interest, the staff consists of experienced food professionals, such as marketing and publicity experts, food writers, home economists and a dietitian. In-house facilities are equally specialized and include test kitchens, a photography studio and a comprehensive food-focused library. Programs are

targeted to consumers (mass and segmented, age and gender specific, ethnic and regional niches), the foodservice industry, food manufacturers, retailers, health professionals and educators.

List of clients: Avocados from Mexico (APEAM), BC Blueberry Council, Chilean Fresh Fruit Association, Dole Mushrooms, Duda Farm Fresh Foods, Florida Tomato Committee, Fresh Supersweet Corn Council, Mexican Hass Avocado Importers Association (MHAIA), North Carolina Sweet Potato Commission, Prosciutto di Parma, U.S. Apple Association and U.S. Highbush Blueberry Council.

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Brenda McDowell, Principal
Jessie Vicha, Senior Account Manager
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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 includ-

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M & P Food Comms.

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ing Wilton Industries, Inc., Dreamfields Pasta, Seneca Foods, Quaker Oats, Good Humor-Breyers, Jolly Time Pop Corn, National Cattlemen's Beef Association, and the Federation of Quebec Maple Syrup Producers.

Our M&P Everyday Foodologists consumer panel provides 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.

MALONEY & FOX

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

Whether driving young men to sample 260+ year old Drambuie, encouraging fashionistas to give Peroni a chance or teaching the masses about gourmet cheese Ile de France, Maloney & Fox (M&F) specializes in using its knowledge of pop culture and consumer behavior to make food and beverage brands relevant to people's lifestyles. We've revitalized brands after decades of declining sales, launched new products to new audiences and helped consumers see their old favorites in a new light.

A Waggener Edstrom company, M&F's expertise in the food and beverage space is grounded in four years as the lead strategic agency on the storied Drambuie brand. In that time, we repositioned the brand and helped drive a massive sales turnaround by uniting various marketing elements and integrating PR, print advertising, a renewed online strategy and the expansion of the signature Drambuie Den experiential sampling concept.

M&F also created and managed: A high-profile cause marketing campaign for Godiva Liqueur; Officially introduced the Italian beer, Peroni, to the U.S. market; Launched Bacardi's Rubi Rey rum and Vanille Royale crême liqueur in multiple test markets; Developed a guerilla marketing campaign for Bob Evans Restaurants, and created

media campaigns for gourmet food brands Ile de France cheese and Robert Rothschild Farm. In 2009, the agency added to its client list William Grant & Sons connoisseur brands, including Hendrick's Gin, Glenfiddich, The Balvenie and Grant's Whiskey.

In the nutrition category, M&F is working with Sensei, Inc., a pioneer in mobile and Web-based wellness solutions, in publicizing and marketing its innovative weight loss program, Sensei for Weight Loss.

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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 creates 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, which was named 2007 "Creative Agency of the Year" by the *Holmes Report*, builds strategic partnerships with tasteful brands. Currently, MMC works with George Weston Bakeries on brands such as Thomas', Boboli, and Arnold Bread. For Terlato Wines International, MMC represents Santa Margherita, the #1-selling Pinot Grigio in America, Markham Vineyards, Seven Daughters, and Rutherford Hill Wines. MMC's experience also includes work for Weight Watchers licensed food products, Ronzoni, Godiva Ice Cream and the Chaîne des Rotisseurs food and wine society.

MMC offers 25 years of expertise in marketing-to-women and a Media Connections team of experts in the fields of traditional and social media, and special events. MMC also offers a proprietary tool, the Trendcaster, which leverages trends to benefit food and beverage brands.

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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 issue management, internal communications, special events planning, direct mail, e-blasts, graphic design, Web development, brochure and newsletter production, and social networking.

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

M BOOTH & ASSOCS.

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

M Booth served up a big offering in food and nutrition in 2008. The agency launched a new Better For You capability to help food and nutrition brands communicate healthy innovations, functional benefits and product revitalizations to the marketplace.

Better For You spotlights M Booth's recognized ability to apply creative insights and strategic direction to build power brands in the food, nutrition and health-care arenas. The new offering focuses on communicating a brand's 'better for you' message to meet health-savvy consumers' burgeoning wellness needs.

Complimenting M Booth's seasoned staff of communications professionals is a nine-member Better For You advisory board of medical and health experts. The board includes Dr. Lynne Perry-Böttinger, M.D., F.A.C.C., of Columbia University and Weill Medical College of Cornell University; Dr.

Mary Vernon, MD, FAAFP, CMD, one of the nation's leading obesity and diabetes experts, and Sandra Woodruff, R.D., author and former president of the Florida Dietetic Association. M Booth's breadth and depth in the area of "better for you" brands includes work for margarine, salad dressings, pasta, frozen food and low carb products, as well as nutraceuticals and eye-care.

Last year, M Booth led successful campaigns for long-standing client I Can't Believe It's Not Butter! to drive home the brand's health benefits over butter and continued to "spread the sharing" for Shedd's Spread Country Crock Omega Plus with the help of singer Amy Grant. Additionally, M Booth continues to spearhead campaigns for Unilever's Wish-Bone and Skippy brands, Alberto Culver's Mrs. Dash and New World Pasta's Ronzoni brands.

Things are also bubbling up for M Booth in the beverage category. The agency's dedicated wine and spirits team added to its top-shelf portfolio with Proximo Spirits, Inc.'s tequila and rum brands. The team successfully launched Maestro Dobel tequila and hibiscus-infused tequila Rosangel. As agency of record for five years representing The Macallan Single Malt Scotch Whisky, the spirits team continued to reach key influencers through luxury brand partnerships and promotional events. The team built on the success of the Highland Park Single Malt Whisky with the introduction of a 40 year old vintage.

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Jonathan Bloom, *CEO*
Kathryn Walker, *Partner & SVP*

For nearly 30 years, McGrath/Power has built strategic communications programs for an exceptionally diverse group of clients — including numerous consumer brands such as Wild Turkey Bourbon, Reebok, TiVo, Nikon and Nero. Currently McGrath/Power is the agency of record for the award-winning Burgerville restaurant

△ *Continued on page 32*



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

McGrath / Power PR

Continued from page 30

chain in Oregon and Southwest Washington, and delivers results that exceed Burgerville's business goals. As a result of McGrath/Power's direction, guest count has increased by nearly 15 percent and the company has its highest profile in its 80-year history.

McGrath/Power stands out from the crowd by taking a business-based approach to delivering our clients' messages that directly influence their target audiences into taking desired actions.

Anyone can make a splash, but we measure our success based on our clients' success.

MWW GROUP

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Michael W. Kempner, Pres. & CEO
Alissa Blate, EVP, Director of Consumer Marketing
Alyssa Burns, 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 connec-

tions 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, and The Restaurants at Newport.

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Melanie Young, President
David L. Ransom, Director, Wine & Spirits Programs

M. Young Communications specializes in producing branded promotional campaigns for wine, spirits, food and non-alcohol beverages, both domestically and internationally. Expertise includes media promotions and publicity, wine and spirits trade and consumer tastings, retail and restaurant promotions, influencer marketing, and culinary education programs and conferences. Globally, the firm works with regions and producers from Italy, Spain and France, including: Les Vins Georges Duboeuf, Consorzio Brunello di Montalcino, Williams & Humbert's Dry Sack and Gran Duque de Alba and in 2008-2009 managed programs for Spain's wine regions of Navarra, Madrid and Catalonia. The agency recently worked with the Italian Trade Commission to present VINO 2009, the largest conference on Italian wines in the U.S, and was responsible for the national launch of 2008 Georges Duboeuf Beaujolais Nouveau. M. Young Communications serves as an advisor to The Culinary Institute of America on strategic initiatives and special programs and a PR consultant to wine importer W.J. Deutsch & Sons, Ltd. and spirits importer Kindred Spirits USA.

NUTRITION + CULINARY CONSULTANTS

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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.

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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 current and future trends in food and beverage. Our roster of food clients includes 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 helped client Jim Beam integrate music, NASCAR® and America's troops during the Daytona 500 weekend at Beam Bash – a benefit concert featuring country-rock superstars Montgomery Gentry (above, during a pre-concert media event). A portion of proceeds went to Operation Homefront – which provides services to military families and veterans.

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Tom Jollie, Senior VP, Consumer Products
Tina Valek, Director, Food

Padilla Speer Beardsley is a full-service marketing communications and public relations firm with offices in Minneapolis and New York. We launch new products, reenergize brands, create social-media campaigns and handle 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 48 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.

PEPPERCOM

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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 Peppercommunications 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, and Diageo.

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

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

Restaurant clients include: Dairy Queen, Benihana, Olive Garden, Morton's and Origin.

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.

**POLLOCK
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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 profession-



Warren Buffett kicked-off the introduction of the Dairy Queen Girl Scouts Thin Mint Cookie Blizzard® while offering financial tips to Girl Scouts at the same time. Pierson Grant Public Relations, based in Fort Lauderdale with an office in Raleigh, N.C., is AOR for International Dairy Queen. DQ is bringing back the flavor as the Blizzard of the Month in August of 2009.

als. 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 gate-

keepers. 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 ARAMARK, 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 and the USA Rice Federation.



Don Shula, "the winningest coach in football history," on the set of a recent satellite media tour conducted by Pollock Communications on behalf of their client Gourmet Garden Herbs & Spices. The tour yielded an impressive number of interviews with segments on 26 stations and over five million impressions.



At a trade show in Philadelphia, Wally Amos and Rina Brooke introduced the Snack 'N Write Program, a new product line of baked goods developed by Brooke to meet most federally-mandated school wellness policies. The Snack 'N Write Program is a division of Rosica client Uncle Wally's Muffin Company.

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Steve Bryant, EVP, USA
Hannah Coan, EVP, Managing Director, Seattle

With offices in Seattle and New York, Publicis Consultants | PR serves Living Brands, including food, nutrition, wellness and home brands, by engaging consumers and professionals through influence, education and lifestyle marketing.

The agency employs two full-time registered dietitians and houses the Publicis Culinary & Nutrition Center, an 1,800-sq. ft. facility comprised of test kitchens, a tasting room, sensory evaluation suite and a food photography studio, as well as the Nutritional Marketing Research Institute, an in-house research-based think tank.

The food practice's clients include major brands (Nestlé, WONKA, Stouffer's and Lean Cuisine), commodities (United Soybean Board, QUALISOY, ZESPRI Kiwifruit), pet foods (Purina), and kitchen products (Nespresso, Sodastream).

QUINN & CO.

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Danielle Pagano, Vice President, Food, Wine + Spirits

Quinn & Co. is an award-winning public relations firm

that has made its mark in the food, wine + spirits, real estate and travel PR fields. We produce results-oriented work that is both strategic and creative. Quinn & Co. secures consistent, strategy-driven and results-oriented media attention for clients. And, we work well in all mediums: print, broadcast, digital and direct-to-consumer social networking.

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 hundreds of awards through the years including two HSMIA (Hospitality Sales and Marketing Association International) Best of Show wins.

We have compelling success stories. Chef and author Tony Mantuano enjoyed feature placements for his new book "Wine Bar Food" in *O, The Oprah Magazine*, *Food & Wine*, *Gourmet*, *Cigar Aficionado*, *Wine Spectator*, CBS Early Show and more as a result of our work. We have been working with Jim Lahey on the opening of Co., his new NYC restaurant; the foodie blogosphere and traditional media have been eating up the news. For Levy Restaurants we secured more than 250 TV spots in one week that led to a 400 percent increase in hot wing sales. 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 and Good Morning America. We also represent La Pergola in Rome, Italy, the first hotel restaurant in Italy to be awarded three stars by the Michelin Guide; as well as Ithaa at Conrad Maldives Rangali Island, an all-glass undersea restaurant which is the only one of its kind in the world. We have secured James Beard House and culinary event appearances for countless chefs.

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Amy Binder, CEO
Frank Walton, President
Atalanta Rafferty, Executive Managing Director

The food and beverage industry today faces a multitude of challenges, attacks and uncertainties. Competition for the consumer is as strong as ever and changes in consumer expectations and the grocery shopping experience also drive new challenges for the marketer. Nutrition and dieting are a permanent dimension of food and beverage marketing. Labeling regulation is changing how people shop. New scientific knowledge about nutrition, combined with the national public health consequences, and social costs of poor eating habits is sparking litigation and public concern.

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 Chile and 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 cof-

fee among other categories.

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

Current and recent clients include Atkins Nutritionals, ARAMARK/1st & Fresh Catering, Bob Evans, Truvia™ natural sweetener for Cargill, Chilean Specialty Foods, The Culinary Trust, Dunkin' Brands, The European Union (European Rieslings), Miller Brewing (Pilsner Urquell), The Pantry, Reader's Digest Association / Food & Entertaining Affinity, Tillen Farms, Wines of Chile, Wines of Germany, and Wines of Israel.

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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 hospitality industry clients. Company CEO Christopher Rosica's background and training as a chef, food safety expert, food writer and hotel manager gives the agency further leverage in the industry.

The Rosica agency put the "fame" in Famous Amos Chocolate Chip Cookies and introduced various product lines for the Uncle Wally's Muffin Company as well as his new Chip & Cookie product. Today, Uncle Wally's Muffin is the #1 branded in-store bakery muffin.

Rosica conducted long-term PR campaigns for such clients as Eggland's Best, MarieBelle Fine

△ Continued on page 36



Taylor partners with category leading, iconic brands such as Guinness to drive and support brand marketing objectives. One of the many initiatives Taylor spearheaded in 2008 was an integrated marketing communications campaign that sought to make St. Patrick's Day an official holiday via a national movement titled Proposition 3-17.

Rosica Strategic PR

Continued from page 34

Chocolates, J.R. Watkins Spices and Extracts and Keebler. They have also represented several supermarkets, including Stew Leonard's, Big Bear in Columbus and West Virginia and Shop Rite stores throughout New York State.

Rosica's services include media relations, Internet marketing (i.e. social media, blogging, search engine optimization and online reputation management), creative media events, cause-related marketing, media training and new product introductions.

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Lisa Novak, Executive VP

The Food and Beverage industry is constantly evolving. Although taste remains important, health benefits, functional foods, packaging innovations and "green" products continue to be the media darlings. Our targets are no longer just food and wine editors and the trade press, but also celebrity influencers, health and lifestyle reporters in consumer lifestyle magazines, broadcast outlets and core food, wine and entertainment bloggers.

Ruder Finn positions its food and beverage expertise at the heart of our cross-office Life+Style specialty, allowing us to tap not just our traditional PR knowledge, but our connection to celebrity chefs, master sommeliers and health and wellness experts. Whether the task is creating



"Gorgeously Green" author and eco-consultant of the stars Sophie Uliano takes the Good Earth Coffee "Brew at Home" pledge at the Ruder Finn client's Good Earth media breakfast in September.

and implementing a pure PR program, sampling event, mobile marketing tour, multi-city sponsorship opportunity or branding/positioning campaign, our team is prepared to embrace the challenge.

Among the food and beverage companies we have championed are 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); Good Earth Organic Coffee (product launch); Eagle Snacks (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; 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).

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Schneider Associates is a full service marketing communications firm with experience in consumer public relations, corporate communications, B2B and public affairs. We specialize in Launch Public RelationsSM — a proprietary method of launching products, services, companies and communities. Additional agency services include social media, messaging, media training, special events, crisis communications and spokesperson training.

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

Clients Include: Baskin-Robbins[®], Bertucci's Brick Oven Ristorante[®] and New England Confectionery Co. (NECCO[®]).

TAYLOR

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Tony Signore, CEO & Mng Partner

Celebrating its 25th year, Taylor partners exclusively with category leading consumer brands that utilize lifestyle, sports, and entertainment platforms to achieve business building goals.

Recognized as the leading lifestyle, sports and entertainment public relations agency, 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 development, strategic media relations, Hispanic/multicultural marketing communications, digital and emerging media, measurement and evaluation, event production, broadcast production, 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, 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.

For client partner Jenny Craig, Taylor creates consumer-facing programs that leverage a team of celebrity spokespersons including Valerie Bertinelli, Queen Latifah, Phylicia Rashad and Baron Davis. Taylor's efforts focus on the brand's comprehensive weight management program that applies a Food-Body-Mind approach to losing weight.



Wheatley & Timmons launched a new Artisan Blend product for Sargento in conjunction with a sponsorship at the South Beach Food & Wine Festival in Miami. Celebrity Chef Michelle Bernstein showed how to use the new six-cheese Mexican blend as part of a 30-city live satellite media tour.

TREVELINO / KELLER

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Trevelino/Keller specializes in working with emerging and established concepts looking to create a national footprint. The firm has extensive experience in food, beverage and restaurant franchising.

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, social media, executive visibility, concept strategy and positioning, and crisis communications. In 2009, the firm will be releasing its first wine, a Grist Vineyard Zinfandel from Crushpad. Salute!

WEBER SHANDWICK

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Gail Heimann, *Vice Chair*
Cathy Calhoun, *Pres., N. America*
Janet Helm, *MS, RD, Dir. of Food & Nutrition*

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 and health promotion.

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 health and 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, the Corn Refiners Association 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 Kentucky Fried Chicken.

WHEATLEY & TIMMONS, INC.

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Krista Cortese, *Associate Director, Media Services*

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 reinvigorating mature brands.

We help businesses like Sargento Cheese, Corona Beer, Nature's Variety pet foods and Thermos brand become Trailblazers in their categories.

You can observe our ideas at work including videos on line.

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. To see the Trailblazer approach at work, watch our campaign for the Cocktails-by-Jenn cocktail brand — a program founded in consumer insight research, and followed with a unique, creative strategy to make Jenn the beverage of choice for girl's night out and gal pal adventures. wtcast.net/jenn

Can we help make your brand a Trailblazer?

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Established in 1992, WordHampton Public Relations is the #1 F&B agency on Long Island, New York. Our mission is to build client reputations and revenues through strategic and creative thinking, deep media relationships and partnering. We represent signature hospitality and lifestyle businesses. Clients have included hundreds of restaurants, national franchises and beverages launching in the region, including the Hamptons luxury market, and Long Island Wine Country vineyards.

As creators of Hamptons and Long Island Restaurant Weeks, we have generated millions of dollars in revenue and national attention for participating businesses. Awards: 2008 PRSA Big Apple Award, 2007 PRSA Bronze Anvil, 2007 MarCom Award, 2007 Communicator Award, 2006 Sabre.

Imaginative. Accountable. Spirited. WordHampton.

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Food for Thought: Why ZENO GROUP?

Steeped in food and nutrition expertise, ZENO GROUP's communications strategists have been tapped by some of the world's leading food, beverage and nutrition companies to differentiate products and build businesses.

You're in good company: ZENO has represented suppliers, purveyors, manufacturers, food service companies, retailers and commodities groups.

The right team for the right job. Our right teams approach puts our top business-to-business, consumer marketing and policy communications experts to work for you.

Brand positioning, Product launches; Integrated campaigns, B2B communications, Influencer marketing, Issues management, Crisis communications (including recalls), Corporate social responsibility.

Zeno Group. Moving Minds. Moving Markets. ■