



# (Ad)VENTURE PR

CREATING A MORE VIBRANT WORLD,  
ONE VENTURE AT A TIME

# Planbook



Bake & Bev  
where art meets appetite





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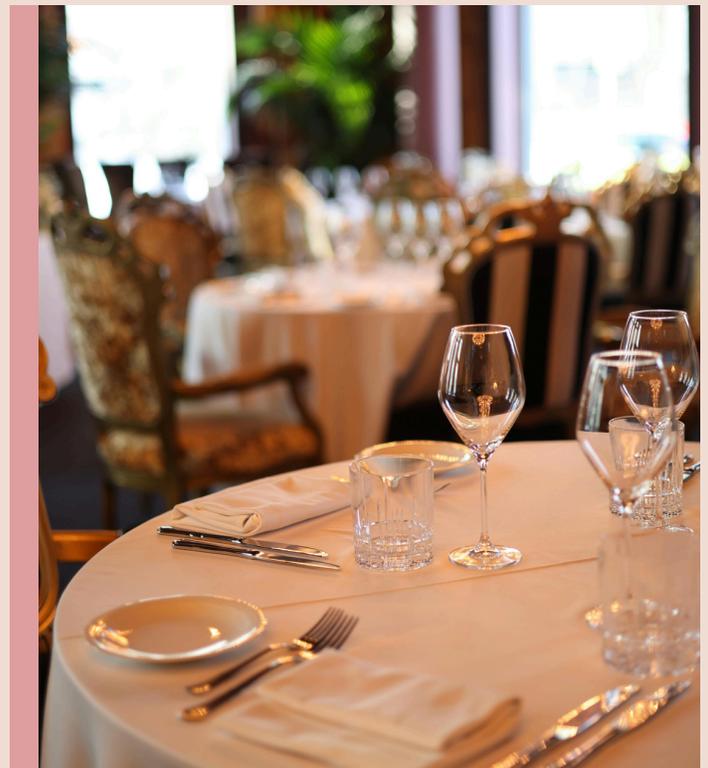
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# About the Agency

**(Ad)Venture PR** is a women-owned public relations firm in New York City that seeks to work with companies primarily in the travel, hospitality, and leisure markets. We have a deep passion for sustainability, inclusion, health promotion, and women's empowerment. (Ad)Venture strives to holistically help our clients meet their most ambitious goals by leveraging our expertise in trends, social media strategy, and community relations, with a special emphasis on collaborating with other women-owned businesses.





# Our Mission

As a thought leader in the PR industry, we are dedicated to fostering a better world by empowering our clients to prioritize sustainability, inclusion, and health promotion. Through our collaborative and holistic approach, we help clients achieve their boldest goals and make a positive impact. ***At (Ad)Venture PR, we hope to create a more vibrant world one venture at a time.***

*Gabrielle Piccirilli*

**PRESIDENT & CEO**

*Katie Tulecea*

**VICE PRESIDENT & COO**

*Katie Cheson*

**DIRECTOR OF STRATEGIC  
COMMUNICATIONS**

*Grace Hyland*

**DIRECTOR OF MEDIA  
RELATIONS**



# Meet the Team



## GABBY PICCIRILLI

*President and CEO*

Gabby Piccirilli graduated from Villanova University in 2025 with a Bachelor of Arts in Communication, specializing in Public Relations and Advertising and minoring in Writing & Rhetoric and Creative Writing. Through an accelerated program, she received her Master of Arts in Communication and a certificate in Strategic Communication just a year later. Gabby's expertise in writing, design, and her keen attention to detail led to her joining the (Ad)Venture team six years ago. In 2023, she rose to the role of President and Chief Executive Officer. Outside of work, Gabby is working on a novel she hopes to publish and enjoys reading as well as spending time with her family, friends and pet bunny.

## KATIE TUBEROSA

*Vice President and COO*

Katie Tuberosa graduated from Villanova University in 2025 with a Bachelor of Arts in Communication, specializing in Public Relations and Advertising while minoring in Theatre and Writing and Rhetoric. Katie joined Mike WorldWide as an Account Coordinator and before working her way to the Director of Strategic Communication. Katie recently joined (Ad)Venture PR as the Vice President and Chief Operating Officer and is excited to work on her first big project with the agency. Her public speaking experience and work with crisis communications makes her a valuable asset to the firm. In her free time, she directs and choreographs musicals at her local community theatre.



# Meet the Team



## KATIE CLAESON

*Director of Strategic Communications*

Katie Claeson graduated from Villanova University and received a Bachelor of Arts in Communication, with a double specialization in Public Relations and Advertising, and Media Production. Katie has been with (Ad)Venture for four years now, operating as our Director of Strategic Communications for the past two years. With over eight years of experience in the field, Katie leads our strategic communications efforts, blending innovative thinking with data-driven insights. She excels in enhancing brand visibility and reputation for clients across various industries. Her collaborative approach ensures that every strategy meets the clients' goals.

## GRACE HYLAND

*Director of Media Relations*

Grace Hyland graduated from Villanova University in 2025 with a Bachelor of Arts in Communications with a specialization in Public Relations and Advertising and minors in English and Peace & Justice. She started working for (Ad)Venture directly out of college and has been there for six years. Her love of language and attention to detail allowed her to prosper and work her way to her role of Director of Media Relations. Outside of work, Grace loves to indulge in a great book, great food, and time with family and friends.





# Bake & Bev

where art meets appetite





# About the Client

**Bake&Bev** is a new experiential dessert option located in the heart of SoHo, New York. They offer a wide selection of healthy dessert options that guests decorate themselves with their confectionary design kits. Additionally, they have a full cocktail and mocktail bar for their customers to enjoy.

By promoting the importance of an immersive dining experience, healthy food and drink options, and sustainability, **Bake&Bev** strives to bring communities closer together and form new ones that are looking to celebrate, host an event, and have a high-end dining experience.

## ***Bake&Bev, Where Art Meets Appetite***



# Real State

V.S.

# Ideal State



Bake&Bev is a brand-new 'mom-and-pop-shop' located in the heart of SoHo. In one of the most oversaturated markets in the country, Bake&Bev is looking for different ways to stand out among several dessert venues offered in the city. With popular franchise bakeries and experience-based businesses already established among the local population as well as tourists, Bake&Bev is struggling to establish itself as a prominent, unique dining experience. As a new women-owned business, Bake&Bev does not have the capacity in-house to launch their business in this competitive industry. Although Bake&Bev has established a small social media following, the excitement of the business opening has waned.

Within a year of opening its doors, Bake&Bev strives to become a premier dining experience in New York City. Bake&Bev hopes to become a popular spot for SoHo locals, which will also attract tourists in the New York City area. They will work to become a go-to spot for couples, celebrations, and bakers looking for night out while catering to drinkers and nondrinkers alike. Bake&Bev aims to become a viable competitor in the dessert and experiential dining industry by gaining macro-influencer status on social media and establishing relationships with the SoHo community and other neighboring towns.

## (AD)VENTURE PR'S ROLE IN REACHING IDEAL STATE

Specializing in hospitality, (Ad)Venture PR brings the experience Bake&Bev needs to put themselves on the map in the oversaturated dessert industry in New York City. (Ad)Venture PR has successfully launched several female-owned hospitality businesses through their expertise in social media marketing, design, and community relations. The firm is ready to help Bake&Bev embark on their journey to establishing their unique restaurant endeavor.



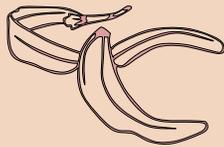
# Key Issues



## Tangible



Gaining brand recognition and awareness as a new, never-seen-before company.



Addressing food waste issues in the restaurant industry.



Competition with other niche dining experiences.



Tracking and maintaining a positive online presence through owned and earned media.

## Inferred

Bake&Bev has not yet established brand recognition or a loyal fanbase with its target audiences as a new company. It may be a challenge to become a recognized dining experience in New York's competitive experiential dining market.

The restaurant industry is a high contributor to food waste. It can be difficult to accurately predict customer demand to avoid both economic loss and food waste. We may experience negative public opinion if we contribute to the issue of food waste.

New York City is highly populated with niche dining experiences. Bake&Bev, a newly launched experience, may have difficulty maintaining a consistent and adequate amount of customers, especially when competing with already existing, known, and popular experiences.

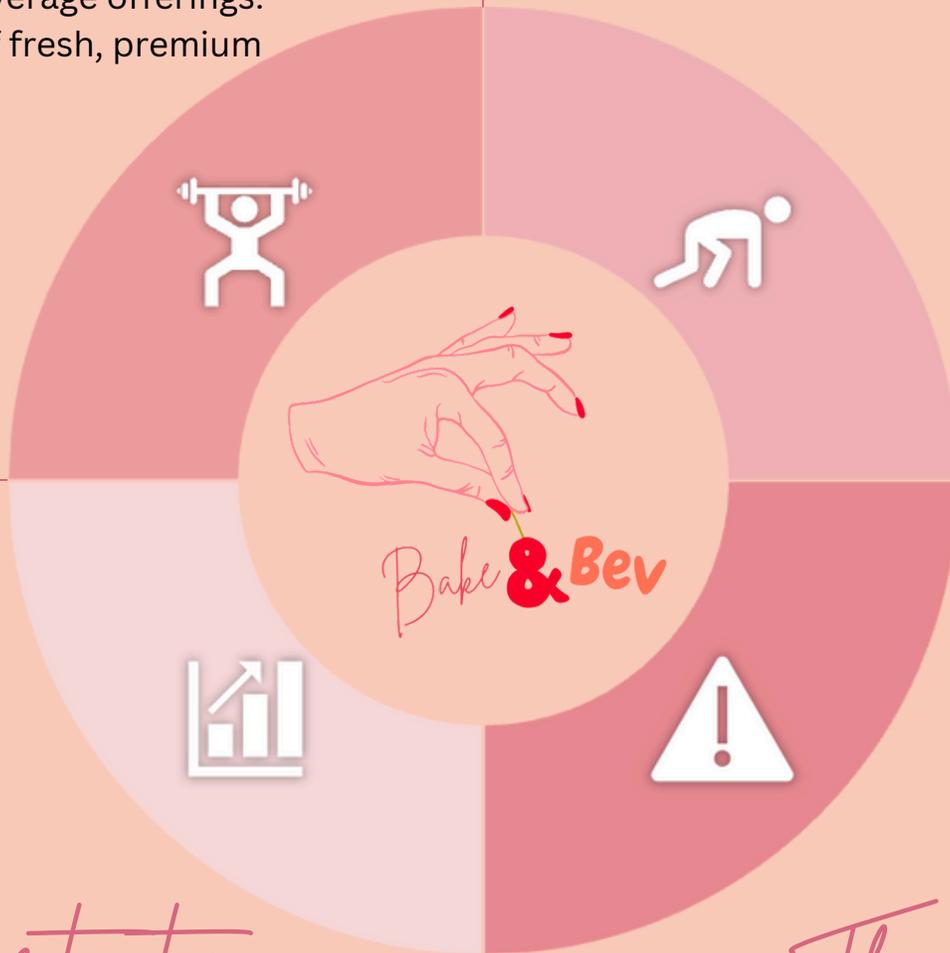
In today's digital age, maintaining a consistent brand identity and positive online presence is essential for a brand's success. Thorough research is necessary to identify the most effective and appropriate ways to represent the company across online platforms. As a new company, an effective brand personality must also be developed and instilled into the customers and community.

# Strengths

- Appeals to a wide range of consumers and various audiences.
- Unique brand identity sets it apart from competitors.
- Committed to sustainable, environment-friendly practices
- Inclusive beverage offerings.
- Utilization of fresh, premium ingredients.

# Weaknesses

- Positioned as a specialty rather than a necessity.
- Lack of brand recognition.
- Significant initial investment.
- Limited menu options.



# Opportunities

- Event partnerships and influencer collaborations.
- Reinforcing sustainability and inclusivity.
- Social media marketing and using appealing content to create a strong online following.
- Themed events.

# Threats

- Economic fluctuations in the restaurant industry.
- Competitors from full-service restaurants.
- Evolving consumer preferences.
- Negative online reviews.



# Competitor Analysis

Bake&Bev's primary focus is to provide a space for guests to customize their own pastries that are pre-made by the restaurant. Offering dessert-only food and cocktails/mocktails, Bake&Bev has crafted a niche for themselves; however, NYC is filled with several dessert and dining experience options. Social media engagement, brand identity, and media presence were key components in analyzing these competitors.



MAX BRENNER

Max Brenner is a dining establishment known for their desserts and cocktails that specializes in all things chocolate. Although they have 50k+ followers on Instagram, engagement is incredibly low with sporadic posting and an average of 50-100 likes per post. Their hashtag #maxbrenner has been used 283k times. The company website is simple and focuses on their use of chocolate and dining options, lacking in identifying their brand thoroughly. Max Brenner has minimal media coverage.



Paint N Pour takes the classic paint and sip and experiential dining to new heights. They have cultivated their brand to emphasize the fun in being "extra." With over 115k followers on Instagram, engagement is still low, even with a consistent theme and posting schedule. They don't utilize hashtags in their posts. Their detailed yet navigable website establishes their brand identity well as a relatable, people-oriented company. They are prominent in the media with features on ABC and the Today Show.



Milk Bar is a popular dessert option across NYC. They host parties and classes where guests can learn how to make and decorate their most iconic creations. With almost 900k followers, posting is frequent but engagement is spotty. Posts can receive anywhere from 200-7500 likes, and no hashtags are utilized. Milk Bar's direct style and humorous tone establish the brand well. Time Out and Business Insider have given Milk Bar media coverage.



# Audience Overview

Our agency conducted extensive research into Bake&Bev's target audiences. Given their strong preference for unique and experiential dining, we identified **Millennials** and **Gen Z** as the primary demographic.

These generations value social experiences and seek out venues that offer fun, engaging activities. Bake&Bev, with its creative beverages, delicious desserts, and interactive atmosphere, aligns perfectly with their desires. Additionally, the venue appeals to those passionate about crafts, baking, and self-expression, offering a space to indulge in creative pursuits. Bake&Bev's inclusive approach, offering cocktails, mocktails, and health-conscious desserts, coupled with its commitment to sustainability through food waste reduction, further enhances its appeal to a diverse audience.



# #1

# Target Personas



## Sarah, 21 y.o., Birthday Girl

### CELEBRATING A SPECIAL SOMEONE

Sarah just turned 21! She's the last of her college friend group to hit this milestone, and she's looking for a way to bring her friends and family together on this special day to celebrate.

Most of her friends have gone to the same few restaurants to ring in the new era, but Sarah is looking for something different. She wants to create new memories, eat great food, and enjoy some cocktails.

Sarah discovers Bake&Bev after researching dining experience options in New York City. She makes the reservation on a whim and enjoys every second! Her friends cannot stop raving about the full-service, dessert-themed cocktail bar and the seasonal dessert options. Although Sarah's friends are all 21, they already booked their next reservation to experience the evolving menu once again!





#2

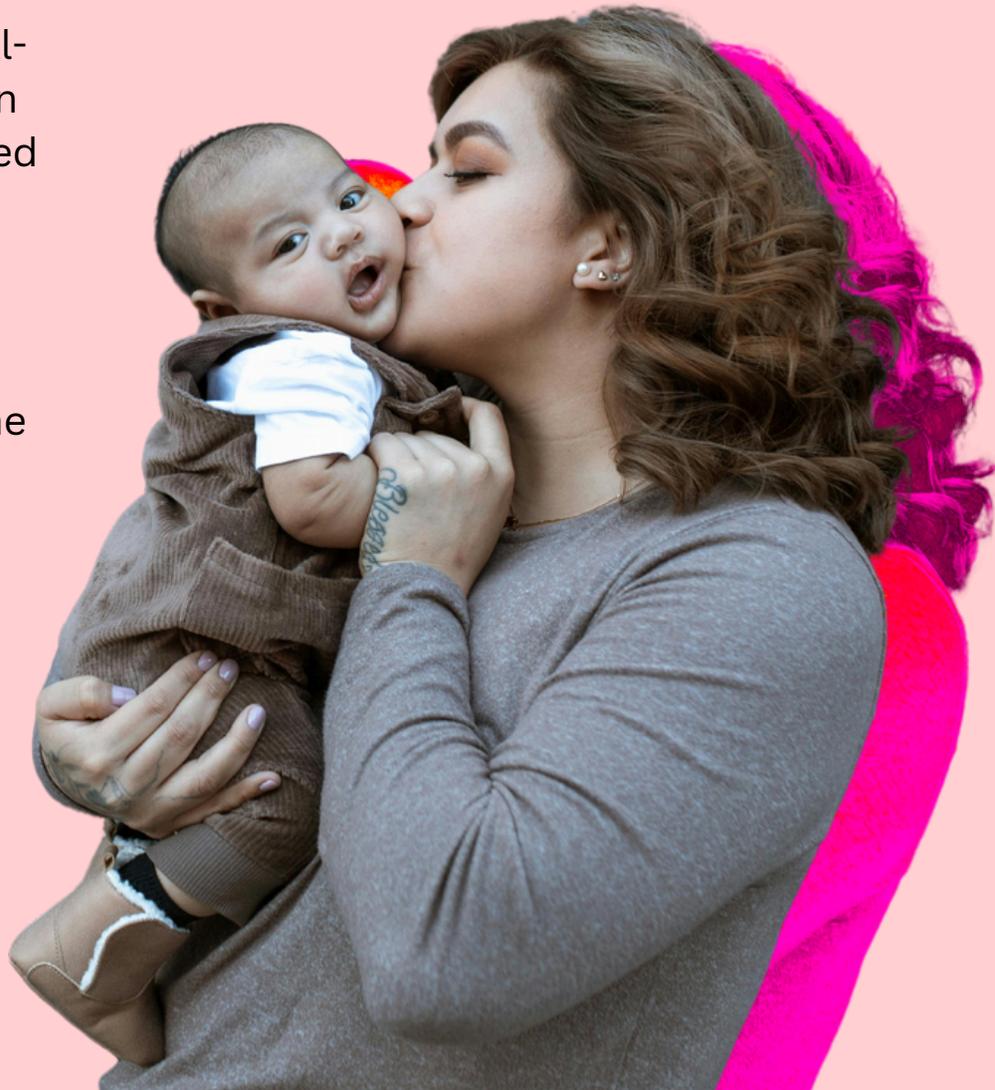
## Claire, 29 y.o., New Mom

### EVERYONE HAS A SEAT AT THESE TABLES

Claire is a 29-year-old new mom and the first of her friends to have a baby. She has missed spending quality time with them and has been struggling to find her place in their girls' nights out both during her pregnancy and now postpartum while she is breastfeeding her son. She's not quite ready to hit the bars again, but misses her friends.

She discovered Bake&Bev's full-service mocktail bar through an online 'mommy blog' and invited her girls to give it a try. With plenty of fun but alcohol-free options to choose from, Claire felt like one of the girls again without compromising what she feels is best for her baby and body.

Now, Claire and her friends spend their Friday nights at Bake&Bev, raising their glasses to a new favorite hangout with cocktails and mocktails alike.



# #3



## Ashleigh, 58 y.o., Baker - to - Be

### FREE TIME AND A CRAFTY HEART

Ashleigh is a 58 year old Mother of 2. Her youngest just went off to college a couple of months ago and she has been looking for some new hobbies to get into.

She has always loved sewing, making jewelry, and doing crafts with her kids.

Ashleigh has always wanted to get into baking but has never had the time or resources to learn. With more time on her hands now, she has started, but is looking to gain more guidance and experience. She is great at following recipes, but has struggled making her delicious treats look as good as they taste.

She heard about Bake&Bev from her neighbor and was immediately dying to go. After her first visit she had already scheduled monthly Bake&Bev nights with her friends. Bake&Bev was the perfect place to learn and practice her pastry decorating skills, while enjoying a night out with her fellow crafters.



# #4



## Kevin, 34 y.o. & Julia, 33 y.o.

### AN EXPERIENCE MEANT TO BE SHARED

Kevin and Julia met in 2017 at a singles event in their local bar located in SoHo, where they now reside together. As individuals, they are both very crafty and adventurous people. While Kevin works as a financial analyst during the day, he enjoys woodworking in his home studio in his free time and the peace he gets through designing them.

Julia works as a librarian at the New York City Public Library and enjoys embroidery as a hobby.

The couple tied the knot in an intimate ceremony in the fall of 2020. During the pandemic, they decided they wanted to find a hobby that they both enjoy. They discovered a love for baking -- a pastime that brought them both joy through their shared love of design. As the city started to open back up, they looked to continue this hobby and incorporate their other friends.

After seeing Bake&Bev's social media page being promoted by her favorite influencer, (insert craft influencer here), she decided to go to Bake&Bev with Kevin for date night. They loved their experience of designing the sweet treats of their choice while enjoying their favorite cocktails. They now go once a month and bring their friends to connect their love of their new hobby with the love of their friends and each other.



# Research Questions



1.

**WHAT DO CONSUMERS LOOK FOR WHEN SELECTING A DINING EXPERIENCE?**

2.

**HOW DOES ALCOHOL INFLUENCE HEALTH, CULTURE, AND THE RESTAURANT INDUSTRY?**

3.

**HOW SIGNIFICANT IS FOOD WASTE IN THE RESTAURANT INDUSTRY AND HOW CAN IT BE IMPROVED?**

4.

**HOW SIGNIFICANT IS THE DEMAND FOR EXPERIENTIAL DESSERT-ONLY SPACES?**

# Literature Review

## EVOLVING TASTES: CONSUMER PREFERENCES, ALCOHOL, FOOD WASTE, AND EXPERIENTIAL DINING

### **Core Research Question**

How can a niche restaurant address industry challenges and stand out in a competitive market?

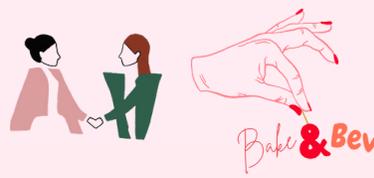
### **Key Issues**

This literature review examines the issues being faced by Bake 'n Bev, a soon-to-be opening dessert-only space that specializes in desserts that can be decorated by its customers and cocktails/mocktails. In an effort to understand the promotional needs of this client, we reviewed a wide range of contemporary and scholarly sources that can give insight to how to navigate key issues Bake 'n Bev may face. These key issues include enhancing the restaurant experience, alcohol and its role in health and culture, food waste within the restaurant industry, and whether there is a demand for experiential dessert-only spaces. By examining how these issues were handled in the past, we can learn how to successfully curate the best version of Bake 'n Bev.

### **Enhancing the Restaurant Experience**

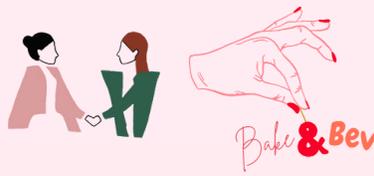
In an oversaturated industry, restaurants require revenue in order to remain profitable. This revenue comes from a loyal clientele. Since its inception, the restaurant industry has grappled with how to get customers in the door, as well as how to entice them to return. The answer is simple: enhance the restaurant experience; however, the execution of this goal is complex. This section will focus on how to make a dining experience memorable through emotional connections, the physical environment, and technology.

Dining in restaurants has become ingrained in the American lifestyle, even during the peak of COVID-19. According to Forbes, 60% of Americans say that going out to eat is a key aspect of their lifestyle, and 83% of Americans said that they were not eating out as much as they would have liked to during the pandemic (Kelso, 2021). The consumer's desire for unique dining



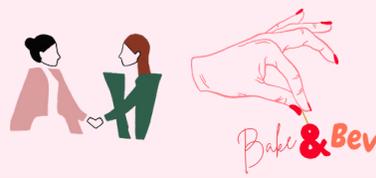
out options is prevalent as the restaurant industry is projected to become a trillion-dollar industry in 2030 (Yuan et al., 2023). How can a restaurant stand out in this complex, saturated industry? Customers are looking for a memorable dining experience (MDE), which makes them become the regular clientele. “An MDE not only encompasses the positive aspects of a dining experience that are associated with the product consumed, but also includes the subjective or psychological features of the whole dining experience” (Yuan et al., 2023, p. 961). This powerful connection between the experience and the emotions invoked from it plays a role in the customer deciding where to dine out in the future (Yuan et al., 2023). Memory-dominant logic (MDL) plays a role in facilitating this process. MDL highlights the importance of engagement when using memory to consider past dining options in determining options for the future. This transaction takes place between servers and customers in the restaurant, meaning that servers share a responsibility of facilitating the meaning-making opportunities in a dining experience (Ma et al., 2022).

Four factors constitute a memorable dining experience: service, cuisine, physical environment, and high perceived value (Tsaur & Lo, 2020). Tsaur and Lo analyzed the relationship between these factors and three emotional factors that are invoked from the dining experience: comfort, stimulation, and being cared for (Tsaur & Lo, 2020). They discovered a positive correlation between the dining factors and the emotional factors (Tsaur & Lo, 2020). These findings depict that there’s not just one consistent way to establish a client base. Instead, it is a holistic approach that involves the intentional design of each of these aspects within a restaurant. When establishing a restaurant, creating memorable dining experiences are crucial to its livelihood. The key to earning a clientele lies in the successful execution of service, cuisine, physical environment, and high perceived value.



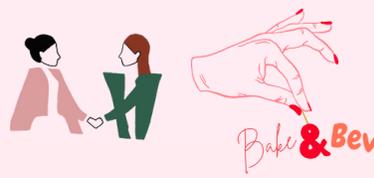
With the emphasis on in-person dining, analyzing how the physical environment enhances the restaurant experience is crucial for success in the industry. Restaurants need to “consider strategies to capitalize on the elements in the dining environment that matter most to their consumers” (Yuan et al., 2023, p. 958). A core element is experiential dining, which has seen a rise in popularity in 2024. This dining form “goes beyond the traditional meal concept, encompassing everything from immersive themes and interactive elements to entertainment and storytelling” (Occhiogrosso, 2024). This finding highlights a key way to differentiate a restaurant from its competitors by providing an experience that cannot be replicated anywhere else: only at this specific place and through in-person dining. Utilizing creativity and thinking outside the box when building a brand from the ground up, especially in how the concept is presented and brought to life in the restaurant, is key to establishing a memorable dining experience. The concept of “eatertainment” has emerged recently as 78% of millennials prefer to spend their money on experiences, such as live entertainment or going out (Ryan, 2023). It makes a night out become a complete experience that has food, entertainment, and socialization. As research within experiential dining is still developing, restaurants that establish this concept will develop a “competitive advantage” given the current desire among customers and rise in popularity (Yuan et al., 2023, p. 974).

The type of restaurant one is looking to establish has an effect on how crucial the physical environment of the dining experience is. When considering a fine dining option in this case, the physical environment is a significant factor that enhances the overall perceived value of the establishment. Customers at luxury restaurants tend to “seek quality time induced by fine cuisine, facility aesthetics, enhanced ambience, and formal employee service” (Yuan et al., 2023, p. 964). Additionally, restaurant staff can be looked at as people but also as contributing to the



ambience of the dining environment (Yuan et al., 2023). This highlights the importance of a cohesive, unified dining experience, especially within an upscale establishment. The staff, whether that is through uniform, look, or persona, needs to match the physical environment to enhance the dining experience (Yuan et al., 2023). The restaurant needs a “well-crafted narrative,” meaning that no area of the hospitality industry can be overlooked (Ryan, 2023). When considering how to enhance the image of a restaurant, providing limited-time specials and seasonal deals contributes to the one-of-a-kind experience customers are looking for (Ryan, 2023). Largely due to COVID, restaurants have been expanding their outdoor dining facilities, which has been helpful to sales in the summertime (Kelso, 2021). Not only do customers seek to find niche dining locations, but they are looking for locations where their experiences can be personalized (Occhiogrosso, 2024). Actionable ways to enact this finding “include customized marketing messages and loyalty programs, creating more engaging relationships between the restaurant and its guests” (Occhiogrosso, 2024). Creating exclusivity while taking care of loyal customers in fine dining contributes to the enhancement of the dining experience.

Another way the restaurant experience has been enhanced is through technological developments. “Technology is streamlining processes and enhancing the overall dining experience” (Occhiogrosso, 2024). In fact, over 60% of customers attribute technology features (i.e. contactless payment, reservations) to improving their experience at a dining establishment (Ryan, 2023). This number increased especially during the COVID pandemic. Customer analytics from analyzing this technology provide insights such as how and when to run promotions, limited-time offers, and menu changes (Ryan, 2023). The analytics can be used to make changes to the restaurant that are more in line with the personal preferences of the



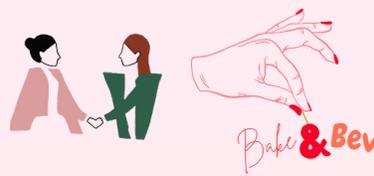
customers. By integrating technology into every appropriate aspect in the dining context, it provides customers and staff alike with convenience and a seamless experience.

Another aspect of technology that can be analyzed is social media engagement. A study done by the *International Journal of Contemporary Hospitality Management* analyzed the electronic word of mouth (eWOM); specifically, the eWOM intention compared to eWOM behavior (Ma et al., 2022). eWOM is when people post about their dining experiences online, whether that is through their own social media accounts or on third-party apps like Yelp. They found that people who had positive MDEs had intention on spreading the word through social media channels, but typically did not post or engage in eWOM behavior (Ma et al., 2022). Therefore, restaurants should work on changing this eWOM intention into eWOM behavior (Ma et al., 2022). They need to promote the importance of posting about their positive MDEs so that their restaurant experience can reach larger audiences through earned media. By providing exclusive offers that enhance the dining experience for people that choose to share about their experience online, such as discounts, restaurants can use the tool of eWOM to not only engage with their clientele but to expand to a new array of customers (Ma et al., 2022).

Good food won't be enough to ensure a restaurant's success. In order to enhance the restaurant experience, the science behind what constitutes a memorable experience, the physical environment and vibe of the restaurant, and current technology need to be utilized. This is the secret to establishing a loyal clientele in the oversaturated sea of the restaurant industry.

### **Alcohol: Its Role in Health and Culture**

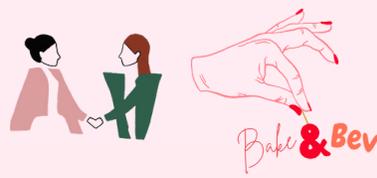
A key aspect in enhancing the dining experience is the beverage options. Beverages, both alcoholic and non-alcoholic, are crucial to the experience of dining out and are a key factor in



choosing where to dine. Seven in ten consumers claim the availability of alcoholic beverages would make them more likely to choose one restaurant over another and that beverage offerings can “match or even exceed food as a restaurant’s point of differentiation for consumers” (National Restaurant Association, 2024). Therefore, it is vital to refine and promote our wide selection of both cocktails and mocktails to cater to this consumer expectation. However, what will set us apart from the sea of other restaurants enhancing their selection of alcoholic beverages is our acknowledgment of another growing trend: a demand for alcoholic alternatives, typically referred to as ‘mocktails’.

Alcohol use and misuse account for 3.3 million deaths every year, or 6 percent of all deaths worldwide (Sudhinaraset, 2016). The harmful effects of alcohol range from mortality to individual health risks such as liver disease, cardiovascular diseases, type-2 diabetes, pancreatitis, dementia, fetal alcohol spectrum disorder, violent tendencies, alcohol use disorder, and various types of cancer, to consequences for family, friends, and the larger society (Hendriks, 2020). Economic costs attributed to excessive alcohol consumption are also considerable, at \$223.5 billion in the United States alone, resulting from a loss in workplace productivity, health care expenses, criminal justice involvement, and motor vehicle crashes (Sudhinaraset, 2016).

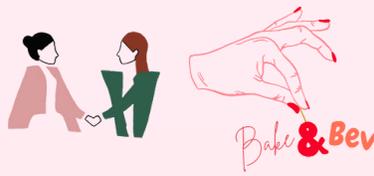
Consumers, with these risks in mind, are beginning to opt for healthier beverages for their meals or nights out with partners, friends, or family. 46% of drinkers report that they are actively trying to reduce their alcohol consumption and among those trying to cut back, 52% have begun substituting alcoholic beverages with non-alcoholic alternatives. These consumers have been successful in their attempts, with 75% reporting they have abstained from drinking alcohol for at least a month (Kakadia, 2024). Studies have also been conducted with university students, a high-risk group in terms of excessive drinking behavior due to the perception of alcohol as “a



necessary ingredient of enjoyable socializing” (Conroy & de Visser, 2018) in university settings, in which participants have reported significant benefits of not drinking alcohol during social occasions where other peers may be drinking, referred to as ‘social non-drinking’ (Conroy & de Visser, 2018). Social non-drinking, something our restaurant hopes to promote to consumers, was identified as a way of strengthening existing social bonds, improving physical and psychological health, and increasing self-esteem, agency, and productivity (Conroy & de Visser, 2018).

If our restaurant aims to offer a full-service mocktail bar in an attempt to promote healthier habits, as well as inclusion for all, including those who are sober, have health conditions, are on certain medications, are pregnant, breastfeeding, or are designated drivers, we must first build an understanding of the mocktail industry as it has evolved in the past several years. In the past, mocktails were seen as a bland and uninspired option for those who didn’t drink alcohol, but with the increasing sophistication of non-alcoholic drinks and the rise of mixology, restaurants are now able to create complex and delicious mocktails that can stand on their own (DC Global Talent Inc, 2023). Mocktails provide a refreshing and flavorful alternative to not just alcohol, but sugary sodas and other high-calorie drinks by allowing bartenders and mixologists to play around with a variety of fresh and unique ingredients to create drinks that are both flavorful and visually appealing. 50% of Millennials have expressed interest in these sorts of beverages that feature experimental flavors such as yuzu, guava, and dragon fruit (Kakadia, 2024).

There is a growing market for mocktails, especially among younger age groups like Gen Zs and millennials, and industry leaders, such as the National Restaurant Association, remark that mocktails are “definitely developing into a longer-term trend” (2024). In the past four years,



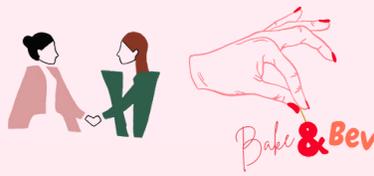
the presence of mocktails on menus has experienced a remarkable growth of 233%, and as of 2024, 36% of restaurant operators serving alcohol report plans to add mocktails to their beverage mix (Kakadia, 2024). As the rise of mocktails is tightly correlated with a growing trend toward experiential dining, it serves as the perfect competitive advantage for our beverage-and-bakery restaurant which will create a unique experience for the consumer through interactive confections and trendy beverages.

### **Food Waste in the Restaurant Industry**

In addition to beverages, food waste is a pressing issue in the restaurant industry. Adequately comprehending the prevalence of food waste in the industry requires an understanding of the various causes and impacts brought on by it. It also calls for an evaluation of potential strategies for waste reduction. Causes such as overproduction and poor inventory management are resulting in impacts from economic harm, to social responsibility and environmental threats. Possible reduction actions such as utilizing advanced technology or undergoing staff training must be enacted in order to reverse these significant food waste effects.

Food waste in the restaurant industry has a multitude of causing factors. One major factor being over-preparation. This refers to “the excessive production of food beyond what is demanded or needed by the customers” (Ramsey, 2024). For example, if the staff prepares extra food to avoid service time delays or running out of food during a busy period, and by the end of the night, it becomes waste. Prioritizing customer satisfaction is resulting in a much larger cost (Ramsey, 2024).

An additional cause of food waste is inadequate inventory management. Restaurants often struggle with tracking their inventory effectively. This commonly leads to food spoilage

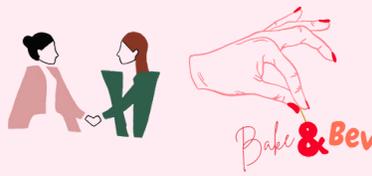


and excessive waste. Other less common causes of food waste in the restaurant industry include miscommunication between staff members and portion preferences. Miscommunication can easily lead to untouched dishes being discarded, and many restaurants serve large portion sizes, trying to satisfy customer expectations, but it often results in uneaten food. Understanding customer behaviors and preferences can help restaurants make more informed decisions about portion sizes and menu offerings (Ramsey, 2024).

The environmental impacts of food waste in the restaurant industry are monumental. “A Consultative Group on International Agricultural Research found that a third of all human-contributed greenhouse gas emissions are from food waste” (Lewis, 2024). This is because when food is wasted, not only are the materials used wasted, but all of the resources used to produce and prepare that food are also wasted, mostly meaning fuel, water, and energy. The decomposition of food in landfills generates methane, a greenhouse gas that is far more potent than carbon dioxide. The production, transportation, and disposal of food generate a significant portion of global emissions (Lewis, 2024). By reducing food waste, restaurants can lower their carbon footprint and contribute to broader sustainability efforts.

Additionally, the economic costs associated with food waste prove to be substantial. According to the National Library of Medicine, approximately 2.6 trillion dollars are lost per year because of wasted food (Lins, 2021). This figure accounts for the costs of wasted food, as well as associated costs such as labor, water and energy. Reducing food waste continues to prove to be both an ethical responsibility and a financially impactful issue.

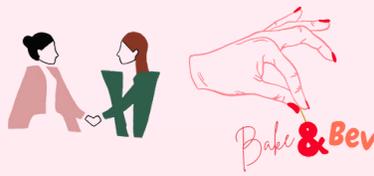
In 2023, the National Restaurant Association reported that “the average restaurant produces 25,000 to 75,000 pounds of food waste annually” (Zabin, 2024). This monumental number is significantly preventable and can be drastically reduced if appropriate measures are



taken. To tackle the issue of food waste, restaurants must adopt several effective strategies. One of the most impactful measures is improving inventory management. The implementation of technology that tracks food usage and helps forecast demand accurately is a step in the right direction. This can include digital inventory systems that provide real-time data on stock levels and expiration dates, allowing restaurants to adjust their purchasing and preparation practices accordingly (Liang, 2013).

Engaging staff in waste reduction initiatives is another possible strategy. Several studies have shown that food waste reduction initiatives could decrease food prices, boost efficiency in their supply chain, and conserve resources that might be used to feed the hungry (Ishangulyyev, 2019.) Additionally, training programs can educate employees about the environmental and economic impacts of food waste, empowering them to contribute to waste reduction efforts actively. For instance, kitchen staff can be encouraged to find creative ways to repurpose leftovers, such as incorporating them into daily specials or offering smaller portion sizes. Collaborating with local food banks and charities is also an effective approach to minimize waste. By donating excess food, restaurants can not only reduce their waste but also support their communities, creating a culture of mindfulness around food consumption (Ishangulyyev, 2019.)

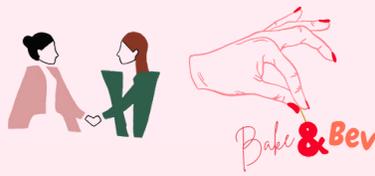
Food waste in the restaurant industry is an important issue that demands attention. By understanding the causes and impacts of food waste, restaurants can implement targeted strategies to reduce waste, enhance sustainability, and improve their ethical and financial state. As the restaurant industry moves toward greater accountability and responsibility, addressing food waste will be crucial in promoting a more sustainable future.



## **Demand for Experiential Dessert-Only Spaces**

When looking into the specific food focus of this project, sweet treats and desserts have been an integral part of restaurants for as long as they have been around. Whether it be a singular scoop of gelato or a more upscale dessert dish, restaurants have almost always offered a sweet treat to have after a meal. However, an article explained that diners are seeking “more niche restaurant experiences, places where they can get their sweets anytime, not just after a big meal” (SeattleWeekly, 2015). In light of this development, many restaurants have made their dessert options very limited since then in hopes to save money and create more revenue. Consequently, this limitation of dessert options at restaurants and diners wanting a more niche experience have led to an increase in the popularity of dessert-only spaces in past years. A subsidiary of Industry Dive used data from Yelp to discover that “dessert shop openings” are 52% higher from May 2023 to April 2024 since its prior study period (Restaurant Dive, 2024).

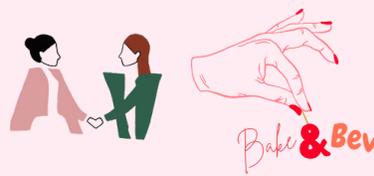
The market space for dessert only spaces is very much present, especially post-pandemic. A research study published their conclusions that “about 1 in 2 adults” changed their eating habits during and post-pandemic to include eating more dessert (Park et al., 2022). Many millennials generation Z fall into this category of post-pandemic adults. A survey performed by the Hershey Company in 2018 reported that “87% of Generation Z and Millennials think about eating dessert one or more times per day” (Forbes, 2022). With social marketing to consumers in these generations, the restaurant will surely have customers. Research has shown that, although it is easier to obtain first-time customers than gain customers that recurrently visit, consistent customer retention can be more profitable (Shcheglova & Shcheglov, 2010). Customer retention is gained through standing out, which is vital in the ever-growing landscape of restaurants in New York City.



The importance of our restaurant's offered experience and activity comes into play with this issue. The offered activity of decorating your own dessert will allow the restaurant to be a space for not only dining but a hub for social interaction. A study found that "consumers were eager to resume social interaction in restaurants" post-pandemic (Wang et al., 2022). This research looked at the heterogeneous impacts of restaurants through a lens of social interactivensness. The restaurants that offered more social interaction recovered from the financial burdens of the pandemic much faster "presenting evidence for the persistent demand of social interactions" in restaurants (Wang et al., 2022). With hopes to promote our restaurant's activity for events, the social factor needed by restaurants in order to stand out in New York City will be met.

A research study performed in the United Kingdom in 2020 aimed to "understand how consumers' use 'dessert-only' retail food outlets (Randall et al., 2020). Through analysis of the participants' responses, the researchers found that many participants listed their reasoning for attending was to "socialize with friends" (Randall et al., 2020). Within this discovery, participants explained that the socialization factor of getting dessert stems from being with peers who want to attend and going with them (Randall et al., 2020). This study's findings suggests that our dessert only restaurant will offer socialization through both offering an activity that fosters interaction and being a dessert shop that friends would frequent together. The connection of socialness being brought into the space and then continuing to be fostered within it through our restaurant's offered activity will allow it to compete with the other dessert-only spaces.

The popularity of 'dessert-only' spaces has increased through a decrease in restaurants prioritizing a dessert menu and the uptake of dessert ingestion throughout and after the pandemic by adults. The audience for a 'dessert-only' space, like our restaurant, is present, especially



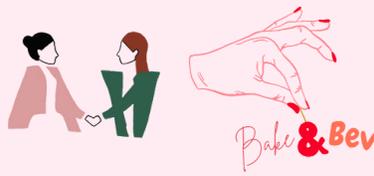
through Millennial and Gen Z populations. Our restaurant will be a unique space through its offered experience and people's need post-pandemic for social interactions when dining. An experiential dessert-only space will be a new and individual addition to New York City.

### **Relevant Communication Theory**

Some relevant theories of communication to our area of study include the social judgment theory and the cognitive-behavioral theory. The social judgment theory states that a message is accepted or rejected depending on one's cognitive map (Leung.) It explains why reactions and responses to the same information or issue differ. This is relevant to our research, as understanding aspects of the perception of a situation can heavily influence the effectiveness of persuasion. Furthermore, persuasion is an instrumental aspect of any business. The cognitive-behavioral theory suggests that thoughts, emotions, sensations, and behavior are all connected (Kaur & Whalley, 2024). This is influential to our study as our client is driven by significant social and environmental issues. As these mental and physical connections are demonstrated, attendance for our restaurant will be paired with support for awareness of these issues.

### **Conclusion**

Although the restaurant industry is larger than ever before, the sea of competition is cutthroat. This is especially prevalent in New York City, which is one of the most competitive markets in the United States. Bake 'n Bev plans to address industry challenges and stand out by taking the dining experience to a new level by capitalizing on healthy food and drink options, maximizing resources that take preventive measures in the growing issue of food waste, and



provide customers with a niche and experiential dessert eatery that they can't find at any other restaurant. These areas of study will shape the niche establishment and will provide the baseline for building this concept.

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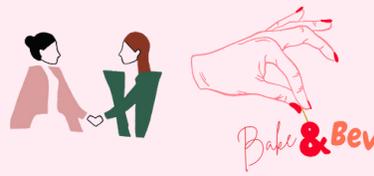
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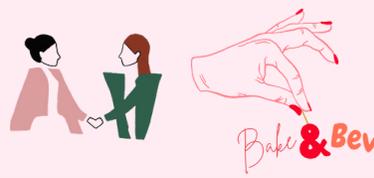
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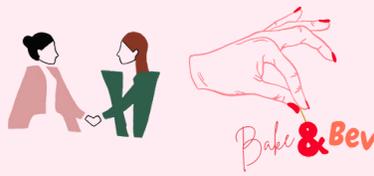
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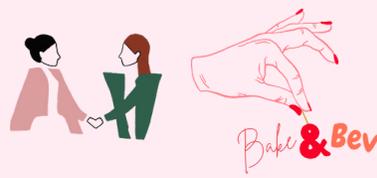
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## Relevant Communication Theories

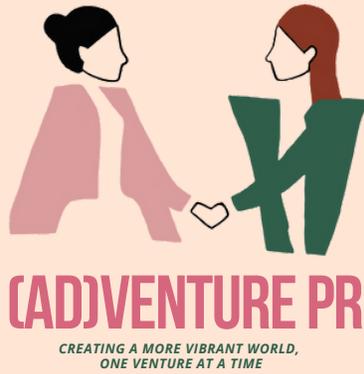
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# Plan Goal:

TO ESTABLISH BAKE&BEV AS A RENOWNED  
DINING EXPERIENCE IN NEW YORK CITY



# Key Messages



## Treat Yourself

Bake&Bev provides a place for you to relax and give yourself a break. It enables you to try new things or to indulge in activities you already love. It is a welcoming space to enjoy delicious food and beverages, and the little things in life.



## Build Connections

Human beings are naturally drawn to connect through shared experiences. The simplicity of design allows a creative space of collaboration for old relationships to grow and new relationships to form.



## Practice Mindfulness

Prioritizing yourself and the community allows you to emulate a healthy lifestyle concentrating on sustaining our environment and giving back to those in need.

# Plan Objectives



1.

**TO BUILD BAKE&BEV'S BRAND LOYALTY AMONG CURRENT AND PROSPECTIVE PATRONS**

2.

**TO PROMOTE BAKE&BEV AS A BRAND THAT PRIORITIZES PHYSICAL AND MENTAL WELL-BEING WITHOUT COMPROMISING TASTE OR ENJOYMENT**

3.

**TO ESTABLISH BAKE&BEV AS A PLACE THAT ENABLES SELF-EXPRESSION AND CREATIVITY**

4.

**TO CULTIVATE BAKE&BEV AS A THRIVING SOCIAL HUB THAT BUILDS AND STRENGTHENS RELATIONSHIPS**



# Objective #1



## TO BUILD BAKE&BEV'S BRAND LOYALTY AMONG CURRENT AND PROSPECTIVE PATRONS

### Strategy 1.1:

#### TAILOR THE DINING EXPERIENCE TO EACH INDIVIDUAL PARTY

TACTIC 1.1.1: ESTABLISH A WEBSITE WHERE GUESTS ARE RECOMMENDED TO CREATE A PERSONALIZED ACCOUNT

TACTIC 1.1.2: DISSEMINATE AN INCENTIVIZED WELCOME SURVEY BEFORE THE FIRST DINING EXPERIENCE TO LEARN MORE ABOUT THE GUESTS

TACTIC 1.1.3: CUSTOMIZE THE MENU, TABLE, AND DECORATIONS BASED ON GUESTS' PREFERENCES

TACTIC 1.1.4: COLLECT CUSTOMER ANALYTICS FROM ACCOUNT ENGAGEMENT AND INCENTIVIZED FEEDBACK WHEN UPDATING THE MONTHLY MENU

### Strategy 1.2:

#### CREATE A PREMIER RESTAURANT CULTURE

TACTIC 1.2.1: COLLABORATE WITH OUTSIDE BUSINESSES TO CREATE IMMERSIVE DINING EXPERIENCES SPANNING BEYOND THE LOCATION

TACTIC 1.2.2: FORMULATE VIRTUAL NETWORKING COMMUNITIES BASED ON DIFFERENT MILESTONE CELEBRATIONS

TACTIC 1.2.3: HOST INVITE-ONLY EVENTS FOR VIP MEMBERS THAT CONTAIN UNIQUE PASTRY CREATIONS

TACTIC 1.2.4: RECEIVE FREE TREATS BASED ON DIFFERENT MILESTONES (E.G. BIRTHDAYS, GRADUATIONS, ANNIVERSARIES)

TACTIC 1.2.5: UNLOCK PREMIER MERCHANDISE (E.G. WINE GLASSES AND BAKING TOOLS) AFTER REACHING A SPECIFIC NUMBER OF VISITS

### Strategy 1.3:

#### ENCOURAGE BAKE&BEV BUZZ AMONG GUESTS

TACTIC 1.3.1: UTILIZE THE HASHTAG #NYCBB FOR PASTRY REWARDS & POST USER-GENERATED CONTENT

TACTIC 1.3.2: COMPLETE SOCIAL MEDIA CHALLENGES DURING THE EXPERIENCE FOR DINING DISCOUNTS

TACTIC 1.3.3: ESTABLISH REFERRAL PROGRAMS FOR VARIOUS OCCASIONS TO RECEIVE EXCLUSIVE B&B ITEMS

TACTIC 1.3.4: CAPITALIZE ON THE PREVIOUSLY-ESTABLISHED LOYALTY PROGRAM WITH PASTRY REWARDS

TACTIC 1.3.5: CREATE "BAKE&BEV & BUZZ," A COLLABORATION WITH REGULAR CUSTOMERS TO FACILITATE TAKEOVERS AND LIVE Q&AS





# Objective #1



**TO PROMOTE BAKE&BEV AS A BRAND THAT PRIORITIZES PHYSICAL AND MENTAL WELL-BEING WITHOUT COMPROMISING TASTE OR ENJOYMENT.**

## Strategy 2.1:

**LEVERAGE THE UNIQUE FULL-SERVICE MOCKTAIL BAR TO PROMOTE INCLUSIVITY OF NON-DRINKERS.**

TACTIC 2.1.1: OBTAIN MENTIONS IN MOMMY BLOGS AND MOTHERHOOD MAGAZINES (SCARY MOMMY)

TACTIC 2.1.2: COLLABORATE WITH SOBER INFLUENCERS (MEG FEE, @YOUDONTHAVETODRINK)

TACTIC 2.1.3: HIGHLIGHT A COCKTAIL AND COMPLEMENTARY MOCKTAIL - A 'BEV PAIR,' WEEKLY ON SOCIAL MEDIA

## Strategy 2.2:

**COMMUNICATE BAKE&BEV AS A DESTINATION FOR HEALTH-CONSCIOUS INDULGENCE.**

TACTIC 2.2.1: HOST A "HEALTHY HOUR" SERIES FEATURING HEALTH-FOCUSED GUEST SPEAKERS WHO DISCUSS FINDING A HEALTHY BALANCE BETWEEN INDULGENCE & NUTRITIOUS EATING AND DRINKING.

TACTIC 2.2.2: SHOWCASE A DESSERT WEEKLY ON SOCIAL MEDIA - A 'BALANCED BAKE,' PROVIDING TRANSPARENT DETAILS ABOUT ITS HEALTHY INGREDIENTS TO EMPHASIZE COMMITMENT TO HEALTHY OPTIONS.

TACTIC 2.2.3: CREATE A MENU KEY FOR ITEMS THAT FIT SPECIAL DIET NEEDS, SUCH AS DIABETES-FRIENDLY, GLUTEN-FREE, KETO-DIET FRIENDLY, ETC.

## Strategy 2.3:

**EMERGE AS A LEADING ADVOCATE FOR SUSTAINABILITY AND HEALTH-CONSCIOUS PRACTICES IN THE RESTAURANT INDUSTRY.**

TACTIC 2.3.1: CREATE A PRESS RELEASE HIGHLIGHTING THE END-OF-THE-NIGHT PASTRY DISCOUNT TO LIMIT FOOD WASTE.

TACTIC 2.3.2: JOIN SUSTAINABILITY CERTIFICATION PROGRAMS (B CORP, GREEN RESTAURANT ASSOCIATION) AND PUBLICIZE CERTIFICATIONS IN THE RESTAURANT.

TACTIC 2.3.3: ESTABLISH A PARTNERSHIP WITH THE FOOD-SAVING APP, *TOO GOOD TO GO*, TO MAINTAIN A ZERO-FOOD WASTE POLICY AND PUBLICIZE THIS PARTNERSHIP.



# Objective #1 DELIVERABLES



Tactic 2.1.3: Highlight a cocktail and complementary mocktail - a 'Bev Pair,' weekly on social media.

Tactic 2.2.2: Showcase a dessert weekly on social media - a 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options.



# Objective #1

## DELIVERABLES



**Tactic 2.2.1: Host a “Healthy Hour” series featuring health-focused guest speakers who discuss finding a healthy balance between indulgence & nutritious eating and drinking.**

A promotional graphic for a 'Healthy Hour' event. It features a pink background with a hand holding a cocktail glass, a woman smiling, and various text elements. The text includes the event name 'Healthy Hour', the time 'Thursdays, 5-6pm', a discount '50% all cocktails & mocktails', and a guest speaker announcement for 'Dr. Maya Brooks'. There are also decorative stars and a rainbow graphic.

*Bake & Bev*

*cheers to*

# Healthy Hour

**Thursdays, 5-6pm**

**50% all cocktails & mocktails**

*Looking for ways to indulge without compromising your health?*

*Curious about how to balance nutritious eating & drinking with your favorite treats?*

Join us for our *Healthy Hour* series, where we'll explore the art of finding harmony between enjoying life's pleasures and making health-conscious choices.

Learn from health-focused experts as they share tips and insights on maintaining a healthy lifestyle without sacrificing flavor.

*This Week:*  
featuring  
guest speaker  
nutritionist, **Dr. Maya Brooks!**



# Objective #1

## DELIVERABLES



**Tactic 2.3.1:**  
Create a press release highlighting the end-of-the-night pastry discount to limit food waste.

**Tactic 2.3.3:**  
Establish a partnership with the food-saving app, *Too Good to Go*, to maintain a zero-food waste policy and publicize this partnership.

### **PRESS RELEASE** FOR IMMEDIATE RELEASE



**CONTACT:**  
Gabby Piccirilli  
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### **BUILDING A BETTER COMMUNITY, ONE DESSERT AT A TIME: BAKE&BEV LAUNCHES ZERO-FOOD WASTE INITIATIVE**

*Bake&Bev Launches Discounted Pastry Program and 'Too Good to Go' Partnership to Minimize Food Waste*

**NEW YORK, NY** — Bake&Bev, SoHo's newest destination for healthy, customizable desserts and an inclusive cocktail and mocktail experience, is excited to announce a new initiative to reduce food waste. In alignment with its mission to promote healthy experiential dining, sustainability, and community connection, Bake&Bev is proud to implement a zero-food waste policy by offering an end-of-the-night discount on pastries and partnering with the innovative food-saving app, *Too Good To Go*.

To minimize food waste while continuing to deliver delicious and health-conscious dessert options, Bake&Bev will now provide a special end-of-the-night pastry discount. Guests can enjoy the same high-quality, freshly made desserts with a reduced price tag in the final hours of operation, encouraging the community to take part in food-saving efforts and indulge in a responsible way.

As part of the zero-food waste initiative, Bake&Bev has partnered with *Too Good To Go*, the world's largest food-saving app, allowing customers to purchase delicious, unsold food at a discounted price. By using the app, Bake&Bev is making it easier for dessert lovers and eco-conscious consumers to access high-quality pastries and treats at a reasonable price, ensuring that no dessert goes to waste.

"Bake&Bev is more than just a dessert bar—it's a place where community, sustainability, and culinary artistry come together," said Grace Hyland, Director of Media Relations at Bake&Bev. "Our zero-food waste initiative is a reflection of our commitment to sustainability and creating a positive impact in our community. We're excited to partner with *Too Good To Go* and invite our customers to be part of this meaningful movement."

*Bake&Bev is a premier experiential dessert destination located in Soho, New York. Specializing in a wide selection of healthy, fully customizable desserts Bake&Bev offers a unique culinary experience where guests can decorate treats over beverages and beside loved ones. The restaurant features a full cocktail and mocktail bar, creating a space where indulgence, nutrition, and inclusion come together. Whether you're celebrating, hosting an event, or seeking a high-end dining experience, Bake&Bev offers a welcoming space for all. Bake&Bev — Where Art Meets Appetite.*

###



# Objective #3



**TO ESTABLISH BAKE&BEV AS A PLACE THAT ENABLES SELF-EXPRESSION AND CREATIVITY.**

## Strategy 3.1:

**HELP INTERESTED CUSTOMERS BECOME BETTER BAKERS**

TACTIC 3.1.1 PROVIDE RECIPE OF THE MONTH PAMPHLETS

TACTIC 3.1.2 HOST INSTRUCTOR NIGHTS

TACTIC 3.1.3 OFFER A PASTRY AT THE END OF THE NIGHT AT A DISCOUNTED PRICE TO CONTINUE PRACTICING AT HOME

## Strategy 3.2:

**ENABLE CUSTOMIZATION**

TACTIC 3.2.1 OFFER 'FREE CHOICE' KITS

TACTIC 3.2.2 OFFER A "CREATE YOUR OWN" MENU OPTION - CHOOSE PASTRY, ICING, TOPPINGS, FLAVORS

TACTIC 3.2.3 PRESENT A FULL MOCKTAIL AND COCKTAIL BAR THAT CATERES TO ALL TASTES

## Strategy 3.3:

**CREATE AN INCLUSIVE AND CREATIVE COMMUNITY**

TACTIC 3.3.1: PROMOTE A YEARLY MEMBERSHIP PROGRAM

TACTIC 3.3.2 OFFER A LOYALTY PROGRAM WITH PASTRY REWARDS

TACTIC 3.3.3 SHARE A SOCIAL MEDIA CUSTOMER CREATION SPOTLIGHT

TACTIC 3.3.4 DISPLAY A 'CUSTOMER CREATION PHOTO WALL'

TACTIC 3.3.5 HOST CREATIVE COMPETITIONS

TACTIC 3.3.6 HOLD THEMED EVENTS WITH MATCHING DECOR



# Objective #3

## DELIVERABLES



### Tactic 3.1.1: Provide Recipe-of-the-Month pamphlets.

#### RECIPE OF THE MONTH

## Strawberry Short Cake



#### INGREDIENTS

##### Cake:

- 2½ cups all purpose flour, spooned and leveled
- 3 teaspoons baking powder
- ½ teaspoon salt
- 1¼ cups granulated sugar
- ½ cup vegetable or canola oil
- 2 large eggs, room temperature
- 2 large egg whites, room temperature
- 2½ teaspoons pure vanilla extract
- ½ teaspoon almond extract , optional, but highly recommended
- ½ cup sour cream
- ¾ cup milk , preferably whole or 2%, room temperature

##### Filling:

- 3 cups sliced or diced fresh strawberries , divided
- 2 tablespoons strawberry jam
- additional whole strawberries , for garnish, optional

##### Frosting:

- 8 ounces cream cheese , softened to cool room temp
- 1 cup powdered sugar
- ¾ teaspoon vanilla extract
- 2¼ cups heavy whipping cream , really cold, straight from the fridge

#### STEPS

Preheat your oven to 350°F.

In a medium bowl, whisk flour, baking powder, and salt until combined. Beat sugar, oil, eggs, egg whites, and extracts until combined. Add the sour cream and beat until combined. Add half of the flour mixture, beating until combined. While still beating, slowly add milk, then the remaining flour mixture. Make sure to avoid overmixing.

Line three 8-inch cake pans with parchment paper and grease the pans. Evenly divide the batter. Tap/gently drop the pans on the countertop a couple times to remove any air bubbles.

Bake for 18-22 minutes. Place the pans on a rack to cool completely.

##### Filling:

Combine the strawberries and jam and set aside (these will be used for the filling and topping). You'll need about 3 cups total.

##### Frosting:

Beat the cream cheese, powdered sugar, and vanilla extract in a large mixing bowl on medium speed until smooth. While the mixer is still whipping, slowly pour the heavy cream down the side of the bowl. Increase the speed to high and continue whipping until the cream can hold a stiff peak.

##### Assembly:

Place one layer of cake on a platter. Top with one-third of the frosting, then top with about 1¼ cups of strawberries. Place another layer of cake on top and repeat. For the third/top of layer of cake, top with remaining whipped cream frosting, then place the remaining strawberries in the center. Decorate the outside with whole strawberries. Enjoy!

SHARE YOUR CREATION AND TAG US!  
@BAKE&BEV

# Objective #3

## DELIVERABLES



**Tactic 3.3.3: Share a social media customer creation spotlight.**





# Objective #4



**TO CULTIVATE BAKE&BEV AS A THRIVING SOCIAL HUB THAT BUILDS AND STRENGTHENS RELATIONSHIPS**

## Strategy 4.1:

**ESTABLISH BAKE&BEV AS A POPULAR DATE NIGHT SPOT**

TACTIC 4.1.1 HOST MONTHLY COUPLES NIGHTS

TACTIC 4.1.2 PITCH CONDE' NAST TRAVELER TO INCLUDE BAKE&BEV IN AN ARTICLE TALKING ABOUT THE BEST DATE NIGHT SPOTS IN NYC

TACTIC 4.1.3 CURATE SPECIAL DATE NIGHT MENUS (SET DESSERT AND DRINKS COMBOS FOR A SET PRICE)

## Strategy 4.2:

**CREATE A STRONG SOCIAL PRESENCE THAT CURATES CONSUMER CONNECTIONS**

TACTIC 4.2.1 CREATE A HASHTAG CAMPAIGN WHERE CUSTOMERS CAN SHARE PHOTOS OF THEIR DESSERTS AND DRINKS TO GET \$1 OFF THE NEXT TIME THEY VISIT

TACTIC 4.2.2 COLLABORATE WITH INFLUENCERS (I.E. @THEVIPLIST) TO REVIEW AND PARTNER WITH BAKE&BEV

TACTIC 4.2.3 LAUNCH PARTY WITH INFLUENCERS BEFORE WE OPEN TO THE PUBLIC TO CREATE BUZZ AND DESIRE TO ATTEND BAKE&BEV

## Strategy 4.3:

**PARTAKE IN LOCAL COMMUNITY ENGAGEMENT**

TACTIC 4.3.1 INPUT BAKE&BEV IN LOCAL VOLUNTEER EVENTS

TACTIC 4.3.2 HOST NIGHTS AT BAKE&BEV WHERE A PERCENTAGE OF THE PROCEEDS ARE DEDICATED TO A LOCAL CHARITY

TACTIC 4.3.3 REACH OUT TO SINGLES EVENTS COMPANIES AND OFFER BAKE&BEV AS A PLACE TO HOST



# Campaign Phases



## Phase #1

**January 2025 - March 2025**

- Establish media presence
- Ensure that Bake&Bev's key messages are represented through its opening
- Establish personalized guest experiences
- Enhance the brand's health-conscious and inclusive image



## Phase #2

**April 2025 - June 2025**

- Successfully incorporate outside businesses and people
- Enhance customer engagement
- Promote brand visibility
- Create unique experiences (in-person events, social media strategies, and partnerships)



## Phase #3

**July 2025 - September 2025**

- Gather feedback and analyze customer analytics
- Build off of feedback and improve
- Leverage customer engagement, social media, and sustainable practices to enhance brand visibility
- Gain media exposure



## Phase #4

**October 2025 - December 2025**

- Incorporate Bake&Bev into outside features
- Enhance customer loyalty
- Maintain media exposure
- Foster community involvement to position Bake&Bev as a socially engaged brand

# Budget



Phase #1 - \$21,074

January 2025 - March 2025

- Tactic 1.1.1 Establish a website where guests are recommended to create a personalized account - \$18/month
- Tactic 1.1.2 Disseminate an incentivized welcome survey before the first dining experience to learn more about the guests - \$0
- Tactic 1.1.3 Customize the menu, tables, and decorations based on guests' preferences - \$30/month
- Tactic 2.2.2 Showcase a dessert weekly on social media - A 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options. - \$0
- Tactic 2.2.3 Create a menu key for items that fit special diet needs, such as diabetes-friendly, gluten-free, keto-diet friendly, etc. - \$0
- Tactic 3.1.1 Provide Recipe of the Month pamphlets - \$10/month
- Tactic 3.1.3 Offer a discounted pastry at the end of the night at a discounted price to continue practicing at home - \$0
- Tactic 3.2.2 Offer a "Create your own" menu option - choose pastry, icing, toppings, flavors - \$0
- Tactic 3.2.3 Present a full mocktail and cocktail bar that caters to all tastes - \$0
- Tactic 3.3.2 Offer a loyalty program with pastry rewards - \$0
- Tactic 4.2.3 Host a 'Launch Party' with influencers before we open to the public to create buzz and desire to attend Bake&Bev - \$20k
- Tactic 2.3.3 Establish a partnership with the food-saving app, "Too Good To Go," to maintain a zero food waste policy and publicize this partnership. - \$300/month

Phase #2 - \$39,024

April 2025 - June 2025

- Tactic 1.2.1 Collaborate with outside businesses to create immersive dining experiences spanning beyond the location - \$6000/month
  - Tactic 1.2.2 Formulate virtual networking communities based on different milestone celebrations - \$0
  - Tactic 1.3.1 Utilize the hashtag #nycbb for pastry rewards & post user-generated content - \$0
  - Tactic 1.3.3 Establish referral programs for various occasions to receive exclusive B&B items - \$0
  - Tactic 2.2.1 Host a "healthy hour" series featuring health-focused guest speakers who discuss finding a healthy balance between indulgence & nutritious eating and drinking. - \$800/month
  - Tactic 3.1.2 Host instructor nights - \$1,200/month
  - Tactic 3.2.1 Offer 'Free Choice' kits - \$0
  - Tactic 3.3.3 Share a social media customer creation spotlight - \$0
  - Tactic 3.3.5 Host creative competitions - \$50/month
  - Tactic 3.3.6 Hold themed events with matching decor - \$1,600/month
  - Tactic 4.1.1 Host monthly couple's nights - \$0
  - Tactic 4.1.3 Curate special date night menus (set dessert and drinks combos for a set price) - \$0
  - Tactic 4.2.1 Create a hashtag campaign where customers can share photos of their desserts and drinks to get \$1 off the next time they visit - \$0
  - Tactic 4.2.2 Collaborate with influencers (i.e. @theviplist) to review and Partner with Bake&Bev - \$3,000/month
  - Tactic 4.3.2 Host nights at Bake&Bev where a percentage of the proceeds are dedicated to a local charity - \$0
  - Tactic 1.2.5 Unlock premier merchandise (e.g. wine glasses and baking tools) after reaching a specific number of visits - \$0
- Repeat expenses from previous phases: \$1,074

# Phase #3 - \$54,554

July 2025 - September 2025

- Tactic 1.1.4 Collect customer analytics from account engagement and incentivized feedback when updating the monthly menu - \$500/month
  - Tactic 2.1.3 Highlight a cocktail and complementary mocktail - A 'Bev Pair,' weekly on social media - \$0
  - Tactic 2.2.2 Showcase a dessert weekly on social media - A 'Balanced Bake,' providing transparent details about its healthy ingredients to emphasize commitment to healthy options. - \$0
  - Tactic 1.3.2 Complete social media challenges during the experience for dining discounts - \$0
  - Tactic 2.1.1 Obtain mentions in mommy blogs and motherhood magazines (Scary Mommy) - \$0
  - Tactic 2.1.2 Collaborate with sober influencers (Meg Fee, @youdonthavetodrink) - \$3000/month
  - Tactic 2.3.1 Create a press release highlighting the end-of-the-night pastry discount to limit food waste - \$0
  - Tactic 2.3.2 Join sustainability certification programs (B Corp, Green Restaurant Association) and publicize certifications in the restaurant. - \$5000
  - Tactic 3.3.1 Promote a yearly membership program - \$0
  - Tactic 3.3.4 Display a 'Customer Creation Photo Wall' - \$30
  - Tactic 1.3.5 Create "Bake&Bev & Buzz," a collaboration with regular customers to facilitate takeovers and live Q&As - \$0
- Repeat expenses from previous phases: \$39,024

# Phase #4 - \$50,604

October 2025 - December 2025

- Tactic 1.2.4 Receive extra perks based on different milestones (e.g. birthdays, graduations, anniversaries) - \$0
  - Tactic 4.1.2 Pitch Conde' Nast Traveler to include Bake&Bev In an article talking about the best date night spots in NYC - \$0
  - Tactic 4.3.1 Input Bake&Bev in local volunteer events - \$300/month
  - Tactic 1.2.3 Host invite-only events for VIP members that contain unique pastry creations - \$0
  - Tactic 4.3.3 Reach out to singles' events companies and offer Bake&Bev as a place to host - \$60/month
- Repeat expenses from previous phases: \$49,524

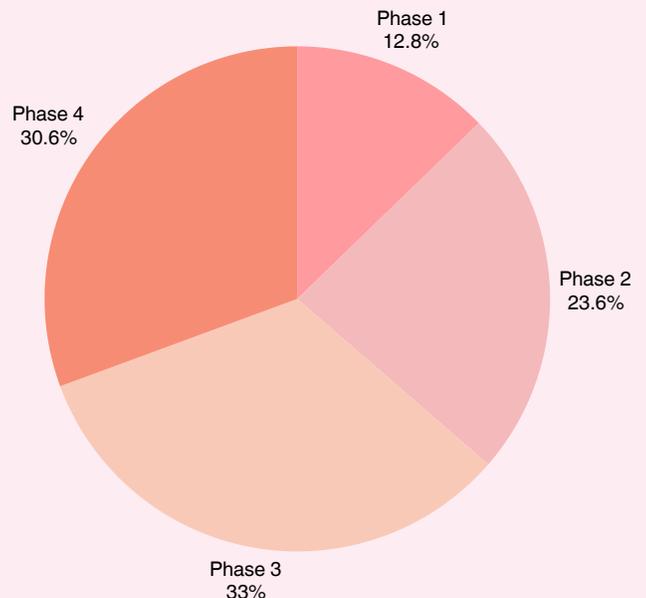
Phase #1: \$21,074

Phase #2: \$39,024

Phase #3: \$54,554

Phase #4: \$50,604

**Total = \$165,256**





# Evaluation



- Assess social media analytics, such as like-to-view ratio, with new social media strategies
- Track popularity of hashtags and user-generated content
- Analyze the frequency of earned media posts



- Record the extent of food waste prevention
- Monitor the success of discount pastries at the end of the night
- Study sales/profit changes (if any) within partner businesses



- Examine account engagement
- Evaluate the most popular promotions
  - What age group/party type
- Interpret sales of cocktails vs. mocktails
- Explore the prosperity of the membership program

