



## FULTON'S ON THE RIVER

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### CLIENT PROFILE

Levy Restaurants operates over 100 foodservice locations in 41 markets throughout the US and Canada. Revenue valued at over 600 million.

### CHALLENGES

How to launch Levy Restaurant's flagship restaurant in 6 weeks?

### SOLUTION

Created a rolling 4 month launch of events that targeted business people, city officials, prominent wedding planners and concierges. Creative featured Fulton's chef, a world class oyster aficionado, along with "Fulton only" cuts of exclusive prime. We worked to create wine events with Henry Bishop, a noted sommelier, to develop a local vintner/food pairing program. Implemented jazz & blues nights with a special appetizer menu.

### RESULTS

Levy had a successful flagship on all fronts: sold out NYE event, one of the largest dining rooms in Chicago consistently sold out.



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