

# CASE STUDY

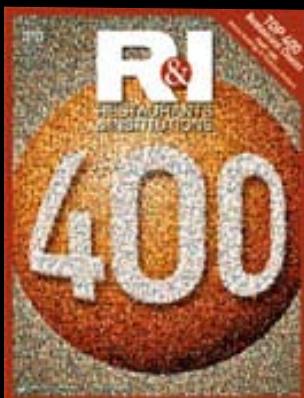


## Corporate Growth/ Acquisition

**CLIENT:**  
Fatz Cafe

**PROGRAM:**  
Corporate Growth/  
Acquisition

**COMMENTS:**  
"Loyal Customers  
Propel Fatz Cafe to  
Rapid-Growth Plan"  
*NATION'S  
RESTAURANT  
NEWS*



### **CLIENT:**

Fatz Cafe, a casual dining, family-friendly concept with 45 units throughout the Southeast, sought an aggressive PR plan to support the company's growth in new and in existing local-store markets and help bolster the company's aggressive M&A investor relations activity.

### **PROGRAM:**

To create two-tiered PR programming — at the national and local-market levels — that would enhance Fatz Cafe's business plan for aggressive growth and a national presence in the restaurant industry and, subsequently, sale of the company, while amplifying the company's positioning: "Regulars get treated special. And everyone's a regular."

### **PR OBJECTIVES:**

- Stimulate investor interest through trade media initiatives
- Generate consumer awareness and restaurant traffic through local-market media relations, industry awards opportunities, and community outreach activities
- Create excitement about Fatz Cafe through the launch of new units, new products and the company's proprietary business initiatives, such as its Operating Partner program, certified food safety and training programs, guiding principles, and its use of proprietary ESP technology



### **PR RESULTS:**

- Fatz Cafe recognized as an industry leader in its category of casual dining concepts:

Fatz Cafe named one the state's largest privately owned companies in the *2007 South Carolina 100 list*.

Fatz Cafe named one of the nation's top 400 restaurant concepts by *Restaurants & Institutions* magazine for the past six years.

Fatz Cafe named one of the nation's "Top 50 Chains Under 50 Units" in 2008 by *Chain Leader* magazine.

- Unprecedented trade and consumer media exposure in national trade journals and in regional and local markets where Fatz Cafe restaurants are located.
- Successful sale of the company despite weak economy.



**JDPR**  
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