

## Spotlight Story: Powerhouse+Co.

1. **Q:** What services does your company provide for restaurants?

**A:** For nearly a decade, Powerhouse+Co. has been supporting restaurants of all sizes with local and franchise communications services that help them create and deliver their unique brand narrative to target audiences, especially guests. The agency's skilled and effective storytelling toolbox includes public relations, influencer marketing and social media management. From pitching media and coordinating interviews for restaurant executives to leveraging the immense power of social/influencer ecosystems, Powerhouse helps restaurants communicate their "why." That is, restaurants turn to Powerhouse+Co. to help them elevate their visibility, showcase their competitive edge, and stand out among the competition.

2. **Q:** How do your services support restaurants?

**A:** Executing a strategically integrated communications program to create a lasting effect, Powerhouse services help restaurants win with diners because the agency understands it's not enough to just get noticed and considered. The most successful restaurants go beyond guest traffic and implement activities that strengthen their reputation, build customer loyalty and expand their reach. Since longevity is so important to restaurant prosperity and segment growth, Powerhouse+Co. prioritizes brand positioning in its multidimensional support of restaurants. The agency understands that a positive and well-timed review in a leading publication may spark more guest interest and reservations. But Powerhouse deploys thoughtful strategies and proven tactics that transcend restaurant buzz and help convert first-time customers into long-term dining ambassadors, and regulars into enthusiastic brand custodians.

3. **Q:** Why do you work with the California Restaurant Foundation?

**A:** The mission of the California Restaurant Foundation (CRF) is central to Powerhouse's core belief that restaurants change lives in many unexpected and wonderful ways. Powerhouse Founder and CEO Kristin Daher has been a proud CRF board member for seven years, and the agency regularly provides an array of critical marketing services to CRF to help elevate its reputation throughout California as a foremost nonprofit serving the state's vibrant foodservice community. Long before Kristin established an award-winning restaurant communications firm, she worked in many restaurants and maintains a deep affinity and appreciation for the meaningful contributions CRF makes to California's thriving restaurant landscape and the people behind the experience.

4. **Q:** What should restaurants consider in a marketing partner?

**A:** Powerhouse believes that all restaurants should account for the three Es when seeking a marketing partner. Obviously, they should expect industry **Expertise** and longstanding **Experience**. Case studies demonstrate both, so it's always advisable to ask for these from any partner being considered. But restaurants also will benefit greatly from **Enthusiasm**, especially as demonstrated by a marketing partner that deeply and authentically embraces the foodservice industry and the restaurant community. A partnership that isn't fun, lively and enjoyable will just be transactional. When **Enthusiasm** comes into play as a third E, the result is a partnership characterized by likeminded passion and energy that truly moves the needle in meaningful ways. **Enthusiasm** transforms a service provider into a genuine industry ally.

5. **Q:** How can people get in touch with you for questions?

**A:** Submit your info through our contact form at [www.powerhouseandco.com](http://www.powerhouseandco.com)

6. **Bonus Question:** What are some easy steps restaurants can take to help get noticed by local diners?

**A:** Reviews are certainly impact-making when it comes to attracting new guests. The power of third-party reviews should never be overlooked or underprioritized, and the credibility they provide is invaluable. However, there are several other assets available to restaurants that can go a long way to enticing customers to try an establishment for the first time, especially across social media. Current posts are critical. A dated and generally inactive social media footprint won't help bring new guests to a restaurant. In fact, it may push diners away and inspire them instead to try a restaurant whose social media is up to date and packed with mouthwatering food photography and positive endorsements from followers. Beyond photography, marketing copy is another key to leveraging social media effectively. Food descriptions should be clear and enticing - piquing guest curiosity, inspiring dining confidence and stimulating customer appetites!