

RDEN Bar & Restaurant
TOPLINE PR STRATEGY

THE FOCUS

- Local Engagement Initiatives
 - Create a series of weekly or bi-weekly local engagement to draw in nearby residents
 - Implement promotions or special menu items that feel exclusive to encourage repeat visits
- Community Centric Approach
 - Incorporate more that will resonate with the local community
 - Live music or themed evenings
- Securing Impactful Press Coverage
 - Target key publications to drive brand awareness; emphasize unique offerings and the location

OUTREACH INITIATIVES

- Seasonal Culinary Events
 - **December:** Host a Holiday Wine Pairing Dinner featuring a specially curated menu. Promote it as a festive gathering for locals and tourists.
 - **January:** Create a "New Year, New Flavors" event introducing new menu items or limited-time dishes. Consider collaborating with a local brewery or winery for a special tasting experience.
 - **February:** Organize a Valentine's Day event with a romantic atmosphere, special menus, and themed cocktails. Offer couples' discounts or exclusive packages to attract both locals and couples visiting Hollywood.
- Sushi & Sip Evenings (Bi-weekly):
 - Introduce "Sushi & Sip Evenings" every two weeks curate a menu pairing sushi masterpieces with handcrafted cocktails or premium sake, providing a tasting journey.
- Neighborhood Happy Hour (Weekly)
 - Introduce a "Neighborhood Happy Hour" with discounted prices on select drinks and appetizers. Emphasize the casual and friendly ambiance to encourage locals to unwind after work.
- Star-Studded Happy Hour (Weekly/bi-weekly):
 - Launch a "Star-Studded Happy Hour" every week, showcasing Hollywood-themed cocktails and appetizers.

- Local Brews Showcase (Monthly)
 - Dedicate a night each month to showcase local breweries. Feature a selection of their beers on tap, and offer tasting flights paired with appetizers. Collaborate with nearby breweries to build a sense of community.
- Express Pre-Theater Menu:
 - Create a pre-theater menu with quick and delicious options for people with limited time before a show. Emphasize the efficiency of service, allowing theatergoers to enjoy a quality meal without feeling rushed.