CUTTING THROUGH THE CLUTTER
to project your....

BRAND
CUTTING THROUGH THE CLUTTER
to project your....
Culinary Institute of America
2016 Greystone Flavor Summit
The Triangle of Branding Success

- Marketing
- Investment
- Remarkable Service/Product
F&B Trends for 2016
Eating Local
But is it Local?
2. Small plates/tapas-style
3. Food Allergies
4. Ethnic food no more
5. On demand food
Shareable portions create communal experience.
Is this gluten free?
People go out for tacos

Not Mexican food
Food on demand

Uber eats, Favor, GrubHub, Seamless, Postmates, Foodler
Vegetables at the Center
CREATIVE CARBS

AND GLUTEN FREE TOO!
Cleansing of Food

Panera Bread
Chipotle Mexican Grill
Chick-fil-A
Pizza Hut
Taco Bell
McDonald's
Food Halls

Eataly - NYC

Boston Public Market
CUTTING THROUGH THE CLUTTER
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Social Media Best Practices

1. Authenticity
2. Targeting
3. Tonality
Branding Techniques
Branding Strategies
Ketel One: Our Life's Work
Budweiser Clydesdales
Branding Strategies

- Storytelling
- Visuals
- Engagement
- Remarkable Experience
Images On Twitter Recieve...

- 18% MORE CLICKS
- 89% MORE FAVORITES
- 150% MORE RETWEETS

January 2016 AdWeek Blog Network: SocialTimes
Facebook brand page posts with photos account for 87% of total Facebook page interactions worldwide
Here's what you will need:

Makes 6 tarts

Equipment:
* A large muffin tin. We used this one.

Ingredients:
* 3 apples, preferably Pink Lady or Braeburn (for one muffin tin's worth of apples)
* 1 cup sugar
* 2 Tbsp. unsalted butter
* 1 tsp salt
* 1/2 of a lemon
* 1 sheet of puff pastry

Directions:

To begin, cut puff pastry into circles to fit just within the top of your muffin tin. Then peel, halve, and core your apples. You'll need one apple for every two tarts.

NOTE: Melon bakers make a good tool for coring halved apples.

In a medium sauce pan (about 3 quarts), slowly heat 1 cup of sugar. You'll want to stir frequently until it dissolves into a brown syrup. Melt 1 tablespoon of butter into the sugar, stirring frequently. Add a dash of salt and the juice from 1/2 lemon. Lower the heat as low as it will go and add your apple halves. Toss to coat with caramel and let simmer 5-10 minutes until tender, flipping once.

Place apple halves curve-side down in a large muffin tin. Pour remaining caramel over each apple half. Top with a circle of puff pastry to fill just inside the muffin tin. Bake 14-20 minutes at 450°F. Invert muffin pan onto baking sheet immediately. Serve with vanilla ice cream.

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User comments:

Pamela Pankow Boland · Humane Society University
The ingredients list calls for two tablespoons of butter, but the directions only call for one. Is the ingredients list incorrect, are two tablespoons to be added to the caramel sauce rather than one, or is there a step missing?

Like · Reply 1 2 Jan 29, 2016 12:49pm

Kris Simsters · Richmond, Virginia
Who told you to stir the sugar like that? You don't stir sugar, you move it around in the pot so it doesn't seize up

Like · Reply 1 Jan 27, 2016 12:49pm

Cory Techhead Friedel · Owner-operator at PCs By Cory
Both seem to work so...

Like · Reply 1 Jan 27, 2016 5:19pm

Robyn Webb · Works at MUA freelance
Talend Rau If you stir, it can crystallise and/or stiffen up. It'll be smoother and nicer if you leave it to just melt with the heat.

Like · Reply 1 Jan 28, 2016 7:16am

Simone LeCun · Homeschooled
This is just a mini-tarte tatin, so delicious 😊

Like · Reply 1 Jan 26, 2016 2:48am
Branding Strategies

1. Storytelling
2. Visuals
3. Engagement
4. Remarkable Experience
Colleen E.
Boston, MA
34 friends
67 reviews
Elite '16

11/8/2015

I lived in Beacon Hill for 4 years so I've eaten here many times and never had a bad meal. Their food is always made with the freshest ingredients and they always have daily specials in addition to a wonderful variety of items on their menu. My favorite appetizer is the Barbine Rosse which is a beet salad. My favorite entree is the Rigatoni Toscano which is rigatoni in a cream sauce with bacon. I love the ambience in this place so I highly recommend it for a romantic night out. The staff always greets you when you walk in. The service is always attentive. I always remember the places that are excellent about refilling your beverage and this place is definitely one of them. Be sure to make a reservation if you are going for dinner. If you know a couple days in advance you want to eat there for dinner, definitely call ASAP.
“Very Professional Management Response”
Reviewed April 14, 2011

The Hard Rock Hotel is stylish, comfortable, and located adjacent to the Convention Center which was a real convenience for me as I was there to attend a meeting. The amenities are first rate and the double faucet shower was fantastic. Unfortunately, during my stay at the hotel my sleep was interrupted one night by a disruptive/drunk guest knocking on my door. Security responded promptly and both Derrick Mukina (the Guest Services Manager) and Luke Burger (Director of Guest Services) were professional, responsive, and gracious at addressing this issue with me in the days that followed. I really appreciate the level of customer service that I received and would strongly recommend the hotel to a colleague. Disruptive guests must be the nightmare of all hotels, but the way that the management decides to address the issue and the disruption to other guests can be very variable; I am thankful for Derrick and Luke’s help.

Room Tip: I recommend a corner room if possible.

ahess02, Guest Relations Manager at Hard Rock Hotel San Diego, responded to this review, April 23, 2011

Thank you so much for sharing your experience here. Interrupted sleep can easily change a hotel stay from great to poor, and I’m so sorry that happened to you. It is wonderful to hear that Luke and Derrick were able to turn your stay around. I hope you’ll come visit us again soon. Thanks again.
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Marketing

Investment

Remarkable Service/Product
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Leora Halpern Lanz

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Thank you!