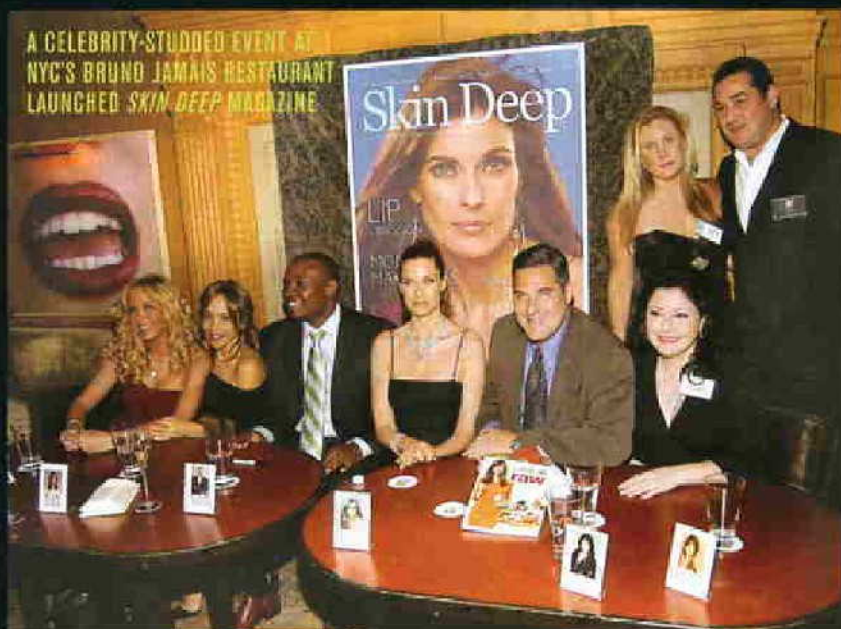


Restaurant Business

STREET SMARTS FOR THE ENTREPRENEUR



Be a matchmaker

Katherine Rothman partners with restaurants to launch clothing, beauty products or jewelry lines. The guest list for these events includes the media and other prospective patrons, who not only become acquainted with the restaurant, but will then talk it up. When photos and video clips are taken to showcase the event, the restaurant gets automatic publicity.

"Restaurant owners who wish to gain visibility should offer their venue free or at a discounted rate to a PR firm that regularly stages events," Rothman advises. She also advocates linking with social groups, such as wine-tasting clubs and dating services like Match.com or Eharmony.com; they regularly hold events at restaurants and can provide a steady stream of new business.

Laura Yee, principal of LY Media in Chicago, teamed up with the Windy City Knitting Guild for an event at client Brasserie Jo. "I thought the media would be more apt to write about the restaurant if we tied into knitting—it's so hot right now," she says.

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