

DINE WELL

Tortoise

SUPPER
CLUB

DINE TOGETHER

"On The Street Where You Live"

Benjamin Wagner

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Overview:

In response to the COVID-19 pandemic, The Tortoise Supper Club will transform the traditional take-out experience as we know it. A play on the classic jazz song, “On The Street Where You Live”, the TSC will bring its heartfelt hospitality, timeless atmosphere and delicious food right into customers’ homes.

Here's How It Works:

A customer places an order with the TSC that includes a three-course menu with optional wine pairing. A TSC staff member, wearing personal protective equipment, will hand deliver the order, complete with a linen tablecloth, napkins and candles. The staff member greets the customers, sets up the table, discusses the menu and answers any questions they might have. Previously recorded sets from the TSC Jazz Band are available on their website for guests to enjoy while they eat, with the option of livestreaming the band on Friday and Saturday nights.

To encourage guests to dine in the restaurant once restrictions have been lifted, a free appetizer coupon will be included in any take-out order.

Here's Why It Will Work:

The COVID-19 pandemic has greatly affected the restaurant industry. It has forced many restaurants to adjust their practices to the majority of people who are choosing to stay home. Rather than a traditional takeout routine, this unique idea creatively serves the needs of customers who are looking for a heightened dining experience at home.

The TSC has always offered a wholesome dining experience to all its customers. Those customers, along with new customers, will respond positively to this venture. Additionally, we believe that this concept will increase publicity for the restaurant and encourage interested customers to dine-in once restrictions are lifted.

Stakeholder Strategy:

Owners: As the heart and soul of the Tortoise Supper Club, your involvement in this project is vital. This concept serves as a way to reach current and new customers while increasing publicity and generating revenue.

Employees: Employees are an integral part of this concept. Part of this experience involves sending a TSC staff member to the customers home to deliver the order and place the table. This is also just the start- eventually we could offer complete wait-service. This also gives employees the opportunity to be part of something truly unique and innovative.

Current Customers: While returning customers have the option of eating outside, ordering a standard take-out order, and hopefully returning to the dining room in a limited capacity within the near future, we must show that this is a new and innovative experience for them to try. We also must anticipate how the pandemic has altered their mindset about visiting the restaurant. Customers might be hesitant of returning to the TSC because of health concerns, not wanting to sit in a limited capacity dining room, or simply not eat at the restaurant while wearing a mask. We will connect with current customers via our website, Instagram, Facebook page and word of mouth.

New Customers: Similar to current customers, we must anticipate why new customers would be hesitant to make the TSC one of their first dining experiences as restrictions are lifted. Recent trends are showing that quick outdoor seating is gaining prevalence, and customers might prefer that over a more sophisticated indoor dining room experience. We can show them that having this experience within their home is an exciting and easy alternative. We plan to connect with new customers on social media, advertisements on Yelp and Open Table and publications like Thrillist, Eater, the Tribune and Chicago Magazine.

Food Critics: Food critics and journalists are paying close attention to how restaurants are responding to the pandemic restrictions. A glimpse at food publications/news sections shows reporting on concepts such as mannequins in restaurants, innovative ideas such as contactless food ordering, the rise in delivery services and larger streets being closed for outdoor seating. We anticipate they will be responsive to the concept we are offering. We will connect with them through press releases, pitch letters and our promotional video.

Influencers: While city restrictions are beginning to be lifted, even influencers are needing to generate content within their home. This concept gives them an opportunity to do so.

Key Messaging Summary:

The Tortoise Supper Club will use key messages that show:

1. The TSC is adapting its dining practices to continue serving customers during the COVID-19 pandemic. With the pandemic forcing the majority of people to continue to stay home, TSC will accommodate this shift by transforming the traditional take-out experience.
2. This concept is an extension of the TSC's current dining experience, which will encourage consumers to dine together inside the restaurant when restrictions are lifted.

Suggested Messaging:

“The Tortoise Supper Club: On the Street Where You Live”

“The Tortoise Supper Club: Until you can come to us, we will come to you!”

“The Tortoise Supper Club: Bringing heartfelt hospitality- right into your own home”

“High-quality food, entertainment and ambiance, right at home”

“A taste of the good ol' days, right at home”

“The Tortoise Supper Club: Making carry-out, carry-in”

“Staying In...Is The New Going Out”

Creative Promotion:

Below is a link to the 45 second promotion TSC will post to its Instagram and Facebook page. This also serves as a sample for what the experience will look like for food critics, journalists, influencers, and all customers. Influencers will be able to take similar photos of the food, wine, place settings and candles when they post on their channels. Additionally, this advertisement can be used in traditional media publications.

<https://youtu.be/ICDV1e3w0MA>

Social Media:

After the promotional video has been posted, we can continue to post photos of home experiences to Facebook and Instagram. We will encourage customers to use the hashtags #TSC #OnTheStreetWhereYouLive to amplify the experience on social media channels.

A sample Instagram post is below:



benjaminrwagner Just had the best dinner at home and I didn't have to lift a finger! Thanks @tortoisessupperclub !! Can't wait to visit you soon! #TSC #OnTheStreetWhereYouLive

We have also included a sample menu that will be included in every order. As you will see at the bottom, we have included the suggested hashtags to amplify social media publicity.





Dear Grace,

As one of Chicago's true gems, the Tortoise Supper Club combines the city's history, with high-quality food, exceptional entertainment, and heartfelt hospitality. It aims to give customers the ultimate dining experience. As the pandemic continues to keep our doors shut, we are thinking of new ways to serve our customers, even at a distance.

In response, the Tortoise Supper Club (TSC) is pleased to announce its new venture: "The Tortoise Supper Club: On the Street Where You Live". A play on the classic jazz song, the restaurant will transform the traditional carry-out routine by bringing its full dining experience right into customers' homes. As we prepare to launch next week, TSC owners, Keene and Megan Addington, invite you to try this experience for yourself!

The TSC: On The Street Where You Live will offer:

- A personal delivery of your order by a TSC team member, wearing protective equipment.
- A three-course menu, with optional wine pairing.
- Table setting provided by the TSC, complete with a linen table cloth, napkins and candles to create the perfect ambiance.
- A link to stream the Tortoise Supper Club jazz band while you eat, because no dinner is complete without music.
- A free appetizer promotion, for when you decide to dine in the TSC.

This pandemic has been very difficult on all of us. As the future remains uncertain and our dining room remains closed, the TSC hopes that this new experience will bring a night of joy and entertainment into people's homes.

Please let us know if you are interested in trying this for yourself- and save your appetite!

Sincerely,

Benjamin Wagner
PR Counsel for Tortoise Supper Club
630.986.7691



Dear John,

The pandemic continues to challenge the restaurant industry, shutting dining room doors and limiting capacity. A recent study from PepsiCo. Food Service even suggested that restaurants could be looking at a “restricted recovery” stage for the next six months. This has forced owners to get creative in order to generate revenue.

The Tortoise Supper Club (TSC) has found a solution. On Friday, June 19th, the TSC is launching its new venture: “Tortoise Supper Club: On The Street Where You Live”. A play on the classic jazz song, the restaurant will be the first to transform the current carry-out routine by bringing its complete dining experience right in to customers’ homes. As the first Chicago restaurant to introduce this concept to the marketplace, it expects to see a sharp increase in revenue and invites you to be the first to try it out.

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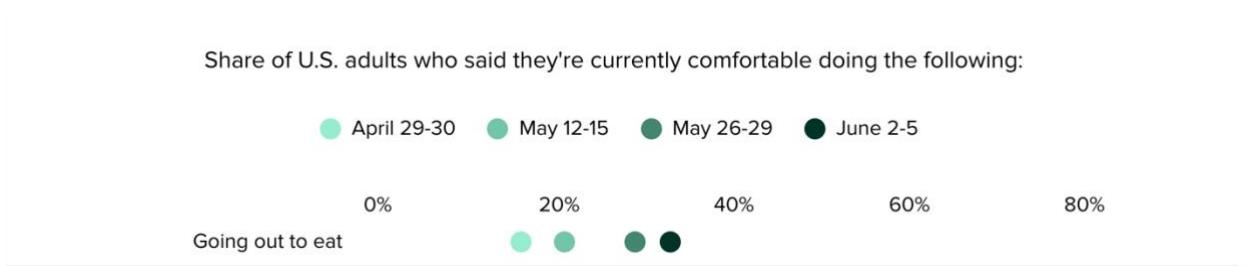
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Sincerely,

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Research:

1. A survey conducted by Morning Consult revealed that only 39% of Americans felt comfortable eating out at a restaurant as of early June. The poll was conducted with 2,200 US adults. While this percentage is expected to grow, it further amplifies the need to consider bringing the restaurant into customers' homes.



2. WHO warns that “coronavirus may never go away”, warning against expecting a quick vaccine. This shows that restaurants might have to endure limited capacity for a long period, potentially close again, and that consumer concerns of getting exposed to coronavirus within a restaurant might linger for some time.

<https://www.nytimes.com/2020/05/13/world/coronavirus-world-news-updates.html#link-5459755e>

3. Article linking PepsiCo study that says restaurants could be in restricted recovery until December. This article also goes into detail about restaurants looking for creative alternatives to improve customer experience.

<https://www.cnbc.com/2020/05/25/how-well-start-to-go-to-restaurants-after-coronavirus-lockdowns.html>

Suggested Research:

- Conduct a study on how people currently entertain at home. How often? Do they set up their own table with linens and candles or do they just put food on a plate?
- The connection between experiencing something at home leading to wanting to experience more of it in person (dining at the actual TSC). Could this be similar to someone listening to a musical artist on the radio which makes them want to see that artist in concert?
- See if there is a connection between grocery delivery, meal service delivery (Blue Apron) and those people being interested in a restaurant coming to their home.
- A survey on if consumers will initially return to dining in upscale restaurants, or quicker and cheaper outdoor spaces.
- A study on how work-from-home and school-from-home could lead to dine-at-home.