

## CASE STUDY: MICHAEL WHITE AND THE ALTAMAREA GROUP (AMG) Translating A Leading Chef Into A Culinary Brand



### THE GOAL:

To reinforce Chef White's signature modern Italian cuisine while expanding his culinary breadth into new restaurant concepts and genres of cuisine that reference his Italian and classical French training.

In 2010, Chef Michael White (James Beard Award winner for Best New Restaurant, 2010) and partner Ahmass Fakahany announced the formation of The Altamarea Group, comprised of their three Manhattan modern Italian restaurants Marea (2009), Osteria Morini (2010) and Ai Fiori (2010) at The Setai Fifth Avenue, as well as two New Jersey modern Italian restaurants Due Terre (2007) and Due Mari (2008) and their soon-to-open first international project, Al Molo, in Harbour City, Hong Kong.

The Altamarea Group called upon Bullfrog & Baum, as the group's agency of record, to create a public relations, brand management and marketing platform. Bullfrog & Baum was responsible for launching the restaurant group, introducing the new restaurants in the local, national and international markets and further promoting Chef Michael White as a culinary expert and resource.

### THE PROCESS:

To introduce the new restaurant group, Bullfrog & Baum strategically placed a series of high-profile stories in a variety of business, lifestyle, travel and food media outlets, naming Michael White as Chef/Owner of The Altamarea Group. As part of the restaurant group's new philosophy, Ahmass Fakahany was also introduced as his business partner, expanding the relevance of the AMG brand. Simultaneous to the announcement of the group, Bullfrog & Baum also launched the restaurants Osteria Morini and Ai Fiori, introducing the AMG brand and Chef White to new audiences, both downtown and within their first in-hotel concept through targeted media relations, events, brand management and marketing. Additionally, existing restaurants Marea, Due Mari and Due Terre were pitched to continue to generate buzz, and keep them top-of-mind.

In addition, Bullfrog & Baum aligned The Altamarea Group with like-minded luxury brands like Mercedes-Benz and Cartier, positioning Chef White as a leading authority in the "new-luxury" market. Additionally, Bullfrog & Baum secured appearances for Chef White in a number of high-profile industry events, like the New York City Wine & Food Festival, Share our Strength, and SOBE Food & Wine.

### THE RESULTS:

At the conclusion of the 2010 calendar year, 209,913,729 consumer impressions were garnered over 450 media placements with combined circulations of 165,249,310, all positioning Chef White as the face of The Altamarea Group.

Placement highlights include but are not limited to *Crain's New York Business*, NBC's *The Today Show*, *Bloomberg*, *The New York Times*, *Food & Wine*, *Bon Appetit*, *Esquire*, *GQ*, *The CBS Early Show*, and *Martha Stewart Living*.

