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**NEWPORT BEACH RESTAURANT ASSOCIATION'S PARTNERSHIP  
WITH NEWPORT BEACH & COMPANY IS A RECIPE FOR SUCCESS**

***Strategic Culinary Marketing Program Established to Drive  
Consumer Awareness of Newport Beach Restaurants***

NEWPORT BEACH, Calif. (February 4, 2015) –Newport Beach is an exciting and dynamic culinary destination, with its world-class array of restaurants and visionary chefs. The force placing Newport Beach on the culinary map is Dine Newport Beach, a partnership organization between Newport Beach Restaurant Association and Newport Beach & Company, Newport Beach's destination marketing organization.

In January 2014, the two organizations came together to form Dine Newport Beach, a strategic marketing initiative cooperatively created and managed by Newport Beach & Company and the Newport Beach Restaurant Association. It's intent is to enhance the economic vitality of the Newport Beach culinary community - nearly 450 restaurants by showcasing and promoting Newport Beach, California as a dining destination. Visitors would be introduced to innovative cuisine, fresh fare, diverse experiences and exceptional restaurants.

"We knew that partnering with Newport Beach & Company made perfect strategic, economic and marketing sense," says Jim Walker, President of the Newport Beach Restaurant Association and owner of The Bungalow Restaurant in Corona del Mar. "Not only did their team have the best grasp of our situation and history, but they also presented unique solutions to our challenges, and could leverage the talents and resources of their full marketing agency to our benefit."

The formation of Dine Newport Beach followed a detailed strategic planning process that uncovered the association's mission: to increase consumer awareness of Newport Beach restaurants and increase restaurant engagement. Collaboratively, the Newport Beach Restaurant

Association and Newport Beach & Company then worked to design a comprehensive and multi-disciplinary marketing program to cohesively brand and promote the Newport Beach restaurant community and to build consumer awareness of Newport Beach as Orange County's premier dining destination.

"The Newport Beach Restaurant Association is perhaps the most progressive group of its kind in the nation," says Gary Sherwin, President and CEO, Newport Beach & Company. "We are proud of the advanced, strategic and multimedia marketing platform that Newport Beach & Company designed with the Dine Newport Beach initiative."

Leading Dine Newport Beach in this strategic direction is Director, Polly Peak culinary marketing veteran, engaged by Newport Beach & Company, to focus on developing programming and marketing campaigns.

Working with the social media, advertising and PR experts at Newport Beach & Company, Peak first spearheaded the design and implementation of a dynamic new website - [DineNB.com](http://DineNB.com) - complete with compelling content, a comprehensive restaurant guide, an online reservation platform, events calendar, special offers and more. Deployment of an aggressive social media platform followed, as did the media buys, content creation, Public Relations and Communications execution and the new enhancements of Dine Newport Beach Restaurant Week.

This year, Dine Newport Beach Restaurant Week saw many fresh changes, not only with a comprehensive marketing plan including social media campaign and contest, robust Public Relations and Communications execution and media buys seen in prominent drive markets outlets, but enhancements to the city-wide event itself. Dine Newport Beach Restaurant Week is now two full weeks instead of two and there is a fourth price tier to accommodate more restaurants. There is also [DineNB.com](http://DineNB.com), the new, user-friendly website, that not only allows users to search restaurants by name, neighborhood, cuisine type and price point, but also view the special Restaurant Week menus and make dining reservations all in one convenient location.

Newport Beach & Company and Newport Beach Restaurant Association look forward to growing Dine Newport Beach in its sophomore year.

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### **About Newport Beach & Company**

Founded in January 2013, Newport Beach & Co. is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. Additionally, Newport Beach & Co. includes the Newport Beach Foundation focused on creative charitable endeavors that support the business community.

### **About the Newport Beach Restaurant Association**

The Newport Beach Restaurant Association is a non-partisan, non-profit cooperative marketing association that brands Newport Beach dining and promotes the commercial welfare of restaurants and the food service industry in the City of Newport Beach, California.

### **About Dine Newport Beach**

Dine Newport Beach is a strategic marketing initiative cooperatively created and managed by Newport Beach & Company and the Newport Beach Restaurant Association to enhance the economic vitality of the Newport Beach culinary community by showcasing and promoting Newport Beach, California as a dining destination offering innovative cuisine, fresh fare, diverse experiences and exceptional restaurants.

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