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Newport Beach & Company and The Newport Beach Restaurant Association Launch Dine Newport Beach

Dine Newport Beach Created to Provide Year-Round Marketing Initiatives for Newport Beach Culinary Community

NEWPORT BEACH, Calif. (September 3, 2014) – In an effort to enhance and better promote its extensive dining community, the Newport Beach Restaurant Association is launching its new Dine Newport Beach brand, a program to expand awareness and create a more consumer friendly way to search all restaurants in Newport Beach and discover the unique dining neighborhoods around town. The first of organization of its kind in Orange County, this new venture is designed to build a unified dining brand and execute strategic marketing programs to drive awareness of, and boost the economic vitality to the culinary community.

The Newport Beach culinary community can expect a thoughtful and holistic program through a variety of marketing channels year-round, as the Dine Newport Beach program will support all local foodservice establishments. Newport Beach & Company, the destination marketing organization of Newport Beach, has partnered with the Newport Beach Restaurant Association in the creation of Dine Newport Beach. This strategic marketing initiative cooperatively created and

managed by these two groups, will enhance the economic vitality of the community by showcasing and promoting Newport Beach, California as a dining destination offering innovative cuisine, fresh fare, diverse experiences and exceptional restaurants.

“The Newport Beach Restaurant Association is thrilled with this new partnership,” says NBRA President Jim Walker of The Bungalow Restaurant, “we are looking forward to showcasing our strong and united culinary brand and will continue as a restaurant community leader in Orange County.”

“This program is designed to elevate the restaurant marketing effort and create more desirability for our outstanding dining community,” said Gary Sherwin, president and chief executive officer of Newport Beach & Company.

Dine Newport Beach makes its debut with a new website at DineNB.com which not only showcases all Newport Beach restaurants, but also includes the latest food and restaurant news, culinary trends, dining hot spots, neighborhood gems and more. The source for the latest on a fresh mix of offerings and seasonal menus around town, DineNB.com and its Tasting Notes blog, provides insider tips and personal experiences curated for all food enthusiasts and feature a blog.

In addition to a variety of restaurant promotions, sweepstakes and special offers from Dine Newport Beach, diners can also look forward to new and renewed local culinary events, including a refreshed Dine Newport Beach Restaurant Week in 2015.

Newport Beach & Company appointed seasoned marketing and communications professional Polly Peak, a Newport Beach resident, to

head up Dine Newport Beach. Specializing in hospitality and restaurant industry marketing, Peak has over 30 years of expertise in strategic planning and innovative program development, and successfully spearheaded the dineLA program and Los Angeles Restaurant Week. In addition to heading up marketing and business development for the California Restaurant Association, Peak has also worked with several marquee hotel brands including Ritz-Carlton Hotels & Resorts and Four Seasons Hotels & Resorts.

Newport Beach offers a variety of unique dining experiences and cuisines ranging from American favorites to authentic ethnic fare and formal fine dining to hip and sandy-feet-casual. Best of all, breathtaking coastal views, mild breezes and al fresco dining options are just a few of the added benefits when enjoying breakfast, lunch, dinner or cocktails in Newport Beach. For more information on Dine Newport Beach, please visit DineNB.com.

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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 seeks to bring 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 (NBRA) 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. Comprised of over (400) restaurants and foodservice operators, NBRA was founded in 1996 and is an official Business Improvement District (BID) of the City of Newport Beach.