

BESITO

→ MEXICAN ←

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Besito Mexican is one of the top Mexican restaurants on Long Island. Upon opening the first location in 2006, WordHampton positioned Besito as the newest, and anticipated to be the best, authentic Mexican cuisine to open on Long Island with a winning concept for multi-unit expansion across the United States. The launch included facilitation of restaurant reviews by top regional food critics of *The New York Times* and *Newsday*. Both awarded Besito very favorable reviews. A comprehensive press kit including these accolades was then distributed to top culinary media nationally. New York metropolitan area media, including television, were pitched for appearances by chef Matthew Lake who was positioned as one of America's leading Mexican cuisine chefs.

In 2007, owner John Tunney opened the second Besito in Roslyn. WordHampton facilitated a second round of reviews as well as business stories focusing on Tunney's vision were secured talking up the creation of a winning concept and his goal to expand nationally. In addition *AOL Cityguide* readers voted Besito the best Mexican restaurant on Long Island, the prestigious *Food Arts* magazine announced the openings with other top metropolitan restaurants, Chef Matthew Lake was twice featured on the national *NBC Weekend Today* show preparing a selection of his creative Mexican recipes with *Coastal Living* also featuring one of his recipes. *Crain's New York Business* review achieved metropolitan area visibility. The award-winning concept has proven successful leading to subsequent openings in Connecticut, Massachusetts and West Islip, Long Island.

In addition, WordHampton has also successfully represented Ben's Kosher Delicatessen, Panama Hatties, Ponty Bistro (Harlem), Sandbar, TGANYC (midtown Manhattan), Danford's Hotel Resort and Marina, Navy Beach, Montauk Yacht Club, Garden City Hotel, Kontokosta Winery, and Morton's Steakhouse.