

WORDHAMPTON

PUBLIC RELATIONS



COCHE COMEDOR

Veteran restaurant group, Honest Man, launched their fifth restaurant, Coche Comedor in the popular resort area of The Hamptons, NY. The goal behind the launch of Coche was to create an authentic regional Mexican restaurant, the first of its kind in the Hamptons. Due to the popularity of the four other restaurants in the group, which have been delivering consistent and top notch cuisine in the Hamptons for over 30 years and the experience of the team, Coche 's opening was the most anticipated restaurant opening of the 2019 season in the Hamptons.

WordHampton's objective was to create a buzz around the opening and maximize the media exposure for the new restaurant. A well-crafted media release announcing the grand opening of the restaurant was strategically distributed to top Hamptons and New York Metro media outlets. Social media pages were created to begin to tease the upcoming opening with images of the space under construction, menu creation, recipe testing, staff training and more. An exclusive social campaign was executed with a local food media, Edible East End, called #oneweekout where the publication shared behind the scenes videos and images of the team preparing for opening on Edible's Instagram and Facebook pages. Additionally restaurant critics were targeted and pitched to visit for a restaurant review of Coche. Press and influencer visits to dine at the restaurant were arranged.

The launch of Coche Comedor in The Hamptons was a success. Multiple media placements were secured, collectively reaching an online readership of more than 692 million with 6.6K social shares. Top placements included New York Times, Bloomberg, Forbes.com, Eater, New York Post, Newsday's 3 ½ star review, and several local feature stories. The new Coche Comedor is on the fast-track to longevity.

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.