

Roger Mooking - Twist- Marketing Plan

KEY POINTS

- Social Media and online Brand Awareness
- Connecting with Bloggers and Local influencers
- Traditional marketing activities

OBJECTIVE AND STRATEGY

Our goal is to present Twist as “The Place to be/eat” when traveling through Pearson Airport. By creating a “go-to” environment for frequent flyers, Roger Mooking fans we aim to provide a unique and quality dining experience.

- Utilizing traditional PR and Press opportunities such as appearances and interviews in tandem with Social and Digital Media Strategies
- Presenting great visuals and focusing on “Home Comforts, High Quality, Uniqueness, Global Access, Love of Traveling”
- Cross Promotional efforts with Chopped Canada and Food Network
- Aligning with partners to provide mutually beneficial outcomes. Ex. Exposure for Discounts or Prizes

BACKGROUND

Roger Mooking

Roger Mooking is a Food Network celebrity chef, television host, cookbook author and award-winning recording artist.

Trinidadian born chef and renaissance man Roger Mooking has earned a reputation as one of North America’s premier Chefs by developing a culinary philosophy built on the perfect execution of globally inspired culinary traditions. As a third generation restaurateur and chef, he began his formal training at the esteemed George Brown Culinary Management Program.

Since that time, Roger has been the subject of numerous television and print features internationally and nationally, including Food Network, HGTV, the New York Times, Essence Magazine, The Today Show, Good Morning America and People Magazine.

Currently Roger is working with HMSHost and Pearson International Airport to open “Twist by Roger Mooking”, a restaurant that incorporates a global twist on locally sourced, North American comfort foods. Over the years, Roger’s restaurants have been on a multitude of “Best Of” lists, including being awarded the “Premiers Award” for excellence in the field of Creative Arts and Design.

He is the Host and Co-Creator of his own Internationally broadcast television series Everyday Exotic. His award-winning cookbook, based on the show, explores pairing ingredients from all

corners of the globe with everyday meals. He is also the Co-Host of Heat Seekers airing on Food Network and Host of Man Fire Food on Cooking Channel. Roger is a re-occurring judge on Chopped Canada, which premiered to an all-time audience record high for Food Network Canada.

Taking his talents outside of the kitchen, this Juno award-winning recording artist has graced the stage with artists such as James Brown and Celine Dion. According to Roger 'food feeds the body, music feeds the soul. It's all food in various forms'.

But for Roger, what is most important is being a dedicated husband and father of four girls.

TWIST

"Twist by Roger Mooking" is a restaurant that puts a "global twist" on locally sourced North American comfort foods. Items such as Splat Scones, made with Devonshire cream, lavender honey, and peameal bacon; and the Double Double Burger made with two coffee rubbed beef patties, double creme brie, cabbage and caramelized onions. Roger's love of travelling, his unique background of Trinidadian and Chinese heritage and global culinary education has provided the perfect platform for his international influence you see in the menu.

CONSUMER PROFILE

Guests of Twist are:

- Domestic Travellers
- Frequent Travellers flying for business within Canada.
- Families
- Closest Gates are Travellers to Montreal and Ottawa

MEDIA

Print: (TBC)

Television: (TBC)

- Marilyn Dennis (Date, time, focus)

Radio: (TBC)

- Kiss FM

Public Appearances: (TBC)

Advertising Buys:

- Google Ads (targeted to the gates that we know restaurant is near)
- Facebook Ads
- Website Placement Ads

TWIST WEBSITE www.twistbyrogermooking.com (currently lives at www.twistbyrogermooking.wordpress.com)

Content

- Home, About Twist, About Roger, Menu's, Contact, Social Media hyperlinks.
- Will add Contesting / What's New Tab when content is relevant. To include contest of the month/ week, events or promotions that are happening
- Will add Pictures Tab when content is available to capture
- Will add Press Tab when we get enough press content
- \$99 to upgrade to domain transfer, 10Gb data, HD video, customization.

SOCIAL MEDIA

● **Twisted Tuesdays**

- Posting fun restaurant and Roger Mooking facts. Alex to come up with 32 questions to ask Roger. Ex. What's with all the 8's at Twist? Prices and Server Uniforms?
- Global ingredient facts and cooking tips based on items you'd see in restaurant. Alex and Krystal to come up with 20 worldly ingredient facts.
- Total is 52 facts to take us Year One
- Handles and Hashtags to include:
 - #TwistedTuesday
 - @RogerMooking
 - #TwistByRogerMooking
 - @HMSHostYYZ

Posts

Feature Ingredients

● Turkey & Sage Sammie

Feature Ingredient: SAGE

- Burning sage is an ancient practice revered by many holistic practitioners to cleanse spaces as well as people. #sage #TwistedTuesdays @rogermooking
- Kale used to be used on buffets as decor because it was cheap and few people wanted to eat it. #kale #TwistedTuesdays #Twistbyrogermooking @rogermooking

2. Ice Cream Parfait

Feature Ingredient: Tapioca

- #Tapioca is a starch made from THE cassava plant; found commonly in Brazil, S.E Asia and the West Indies. @RogerMooking #TwistedTuesdays
- #Tapioca can be used to make delicious foods such as #glutenfree Bread, Flour, Bubble Tea, AND Pudding! @RogerMooking #IceCreamParfait #TwistedTuesdays

3. Ba Ba Burger

Feature Ingredient: Lamb

- Not commonly used in North American burgers, Lamb's rich flavour and ability to showcase flavours will make you want it Baaad. #BaBaBurger @RogerMooking #TwistedTuesday

4. Leafy Salad

Feature Ingredient: Double Smoked Candied Bacon

- Denmark consumes the most bacon in the world #DoubleSmokedCandiedBacon #TwistedTuesday @RogerMooking
- Bacon dates back to the 1500 BC China by preserving and salting pork bellies #TwistedTuesday @RogerMooking
- Candied Bacon can be made with brown sugar AND SPICES in the oven. #LeafySalad #TwistedTuesday @RogerMooking

5. Picnic Salad

Feature Ingredient: Quinoa

- Did you know Quinoa is gluten free? #TwistedTuesday #PicnicSalad @RogerMooking
- Quinoa isn't a grain, it's actually a relative of spinach and beets. The part most commonly cooked and eaten is the seed! #TwistedTuesday #PicnicSalad @RogerMooking
- There are over 100 types of Quinoa including red, black and white #TwistedTuesday #PicnicSalad @RogerMooking

6. Mussels

Feature Ingredient: PICO DI GALLO

- Pico De Gallo can made simply from chopped tomatoes, onions, Cilantro, Chili, salt and Citrus Juice. What do you add to yours? #TwistedTuesday #Mussels @rogermooking

7. double double double burger

Ingredient: COFFEE RUBBED BEEF

- * "I Feel Confident that we can say the double double double emulates a classic canadian flavour
" - Chef Roger Mooking on his new restaurant @TwistByRogerMooking #TwistedTuesday #coffee #doubledoubledoubleburger @rogermooking

8. Skirt Steak

Ingredient: Nah Guna Sauce

- We dare you to ask @RogerMooking what Nah Guna Sauce is? HE'S NAH GANA TELL YA. #TwistedTuesday #SkirtSteak

9. Ingredient: Chopped Chillies

- Did you know it's not the seeds that are the hottest part of a chili? It's the white membrane that holds the seeds to the chili #TwistedTuesday @RogerMooking
- Chili heat is measured using the Scoville scale. #TwistedTuesday @RogerMooking

- Chilies can be mild or sweet like a Sweet Bell Pepper or a Banana Pepper. Or hot enough to harm like the Trinidad Scorpion MORUGA or THE Ghost Pepper #TwistedTuesday @RogerMooking

10. Fried Chicken

Ingredient: Entire Dish

- @TwistByRogerMooking fan favorite: @RogerMooking's Fried Chicken dish combines Southern cooking with Japanese spices and Thai influences.

11. Cookie Dips

Ingredient: Dulce de leche

- The delicious taste of Dulce de leche comes from slowly cooking SWEETENED CONDENSED MILK until the sugars caramelize; producing a creamy, intensely flavored spread of heaven. #CookieDips @RogerMooking #TwistedTuesday

12. Gun Powder

- ROGER IS THE GUN POWDER YOU USE REALLY GUN POWDER? NOPE. GUNPOWDER IS AN INDIAN SPICE MIX USED TO SPRINKLE OR DRIZZLE ON TOP OF DISHES FOR EXTRA HEAT. I DON'T MAKE A TRADITIONAL GUNPOWDER MIX FOR THIS DISH. MY GUN POWDER IS A MIX OF SPICES. THE IDEA IS THE CUSTOMER TAKES A HUNK OF MEAT, DIPS IT IN THE PUREED SQUASH THEN THE GUNPOWDER THEN THE CHOPPED CHILIES. THIS DISH IS INTERACTIVE, EVERYONE LIKES TO PLAY WITH THEIR FOOD AND THIS DISH IS DESIGNED TO ENCOURAGE JUST THAT.

13. Fruity Loop

Feature Ingredient: Greek Yogurt

- Greek yogurt is "The New Black". This extra rich and creamy yogurt TENDS TO BE higher in protein and CREAMIER than regular yogurt. #GreekYogurt @rogermooking #TwistedTuesday

14. Veggie burger

Feature Ingredient: KIMCHEE

- Kimchee, Korea's national dish, is a SPICY FERMENTED cabbage PREPERATION. SOME ARTISANS STILL USE A TRADITIONAL METHOD OF FERMENTING UNDERGROUND. #TwistedTuesday #VeggieBurger @rogermooking
- Kimchee is a low-calorie high fiber Korean condiment. It has probiotics which are "Good Bacteria" that aid in digestion. #TwistedTuesday #VeggieBurger @rogermooking

15. Fettuccini

Feature Ingredient: Prosciutto

- Commonly found in your Nonna's cantina, Prosciutto is a cured meat served at literally EVERY meal she serves. #TwistedTuesday #prosciutto @rogermooking #NonnaKnowsBest THIS MAY BE TRUE BUT YOUR NONNA IS NOT MY NONNA. I DON'T HAVE A NONNA SO IT DOESN'T

SPEAK TO ME OR ANYONE WHO IS NOT ITALIAN. I LIKE THE PERSONAL TOUCH BUT ITS NOT PERSONAL TO ME OR TO TWIST. HERE IS A SUGGESTION FOR A REPLACEMENT:

- SALT CURED LEG OF PORK IS POPULAR IN MANY PARTS OF THE WORLD BUT PROSCIUTTO IS THE ITALIAN TRADITION. TWIST USES AN ONTARIO PROSCIUTTO CURED IN THE TRADITION OF THE MOTHERLAND.

16. Perogies

Do you boil? Fry? Boil then fry? How do you prepare your perogies? #TwistedTuesday
#greatdebate @rogermooking #perogies

- **Foodie Fridays**

- Post a picture of a Twist dish its menu description
 - Pictures to be taken Training Week in December when Kitchen is creating the dishes
 - Content availability is approx 39 breakfast lunch and dinner items, 4 signature cocktails, 9 kids items. Totalling at least 1 post per week for the year. Increases with menu changeover.
 - Content to include suggested dishes for boarding times; ex. “Less than 25 minutes before boarding? Order a signature cocktail and Empanadas for a quick in and out”
- Travel inspirational photos
 - Pictures from Roger’s travels or dishes from around the world Roger is inspired by
- Food inspirational photos with and without quotes
 - Culinary images Roger is inspired by
- **#FollowFriday**
 - Following and shouting out food bloggers, photographers, stylists and lifestyle influencers
- Handles and Hastags to include:
 - #FoodieFriday and / or #FollowFriday
 - @RogerMooking
 - #TwistByRogerMooking
 - @HMSHostYYZ

CONTINUOUS ACTIVITIES

- Retweeting, Regraming and Liking all posts that tag @Twist social media
- Posting all press to do with Roger.

RESTAURANT CONTESTING

- Last Thursday of the month, provide a free item such as a dessert when customer posts picture of food and tags Twist and Roger. Advertised only on social media so those following Twist and coming to restaurant receive.

- Build relationships with brand partners for discounts of their customer base. Ex. All Air Miles holders receive %15 off dining
- Build relationships with brand partners for prize giveaways Ex. Trip to Barbados for 2

MERCHANDISE

- Everyday Exotic Cookbooks available at Kensington Market Place for customer purchase.

SCHEDULE

December 2014

Week 1

- ADMIN & RESTAURANT ACTIVITIES
 - Website and Social Media set-up

Week 2

- ADMIN & RESTAURANT ACTIVITIES
 - Marketing Plan, Website and Social Media finalized
 - Dec 11th - Call with HMS team for launch Jan 21st
 - Dec 12th - Receive Keys and begin training
 - photos of dishes and behind the scenes taken for social media content
- SOCIAL MEDIA
 - Post promo video to social media; “opening soon” construction piece.
- PRESS
 - Kiss FM radio press surrounding the holidays and new restaurant opening mention.

Week 3

- ADMIN & RESTAURANT ACTIVITIES
 - Sunday Dec 14th 9:30am- 5pm
 - Orientation and Welcome
 - Roger Welcome
 - Kitchen orders arrive
 - FOH clean and set up, trained on service standards
 - BOH clean and set up, prep, stocking and organizing kitchen
 - Managers Meeting
 - Monday Dec 15th 9:30am- 5pm
 - Floor plan review

- Detailed menu review, item by item
 - Lunch/ Dinner items plated and sent out.
 - Specialty Cocktail and Beverage training
 - Review micros
 - BOH continued prep and set up
 - FOH role playing and ringing in orders
 - Managers Meeting
- Tuesday Dec 16th 9:30am- 5pm
 - Tests written for FOH & BOH
 - FOH continued role play
 - BOH continue station training and produce food
 - Breakfast items to be plated and sent out
 - Review Micros
 - Managers Meeting
- Wednesday Dec 17th 9:30am- 5pm
 - Continue day 3 training
 - Tests re written for those not scoring 80%
 - Lunch/ Dinner items plated and sent out.
 - Krystal to take photos of each dish
 - Managers Meeting
- Dec 18th / 19th - Open to public
- SOCIAL MEDIA
 - Wait till Jan for press week

Week 4

- ADMIN & RESTAURANT ACTIVITIES
 - Open to public
- SOCIAL MEDIA
 - Wait till Jan press week

January 2015

PRESS - Month of January

- Menu insert:
 - Bookmark Recipe Card takeaway
 - Chopped Canada tune-in information
- TV's changed to Roger Mooking Shows when airing

Week 1

- PRESS

- Jan 6th - Chopped Press. Press day to incorporate restaurant press but will not lead press story
- Begin reaching out to brands for partner discounts and prizes
- SOCIAL MEDIA
 - Twist accounts to re post all Roger media activities even if Chopped Centered

Week 2

- Film MDS segment week of Jan 12th

Week 3

- PRESS
 - Jan 20th - Marilyn Denis appearance.
 - Confirming rest of press outlets (Lorraine, Krystal and Alex)
 - Purchasing Google Ads, Facebook Ads and ads with relevant brand website. (Mode media). Need rates
- SOCIAL MEDIA
 - Consistent Schedule implemented. Ex. 'Twisted Tuesdays' and 'Foodie Fridays'

Week 4

February 2015

- Feb 1st-6th available for Twist Press.
- Continued Social Media, Contesting and Press
- Confirm brand partners for discounts
- Special insert made for menu item or drink feature during Valentines Day and Superbowl
- Menu's done for restaurant week
 - Use existing items to make a tasting menu
 - 3 courses; tapas style on single plate.
 - ex. 3 apps plus protein. Then seperate dessert.

March 2015

- Continued Social Media, Contesting and Press
- Start implementing partnerships into website and inserts Ex. discounts, giveaways etc.
- Special insert made for menu item or drink feature during March Madness

April 2015

- Continued Social Media, Contesting and Press

May

- Airport Restaurant month
 - Tasting Menu

June 2015

- Continued Social Media, Contesting and Press
- Tasting Booth at Toronto Taste
 - provide samples for one of Toronto's premier 1 day food events
 - Costs include providing 4-5 staff for the day, some equipment, ingredients / samples for 1200 guests.
- Menu changeover Implemented
 - Behind the scenes to document recipe testing for additional content

July 2015

- Continued Social Media, Contesting and Press
- 1 week of Twist Food Truck (pricing TBD)

August 2015

- Continued Social Media, Contesting and Press

September 2015

- Continued Social Media, Contesting and Press

October 2015

- Continued Social Media, Contesting and Press