

ESPRESSO
CUCINA

INTEGRATED
COMMUNICATIONS AND
PROMOTIONS PLAN

DESCRIPTION

Re-Open Under New Ownership (Formerly Espresso Pizza)

Espresso Cucina is open for business again after 4 months of being closed for a major face lift. The Italian restaurant has been a fixture in the Ocean Beach community since the early 70's!

Chris Stavros and his wife Adriana Alcaraz purchased the restaurant when the former owner decided to sell and retire. The couple also owns The Olive Tree Marketplace right next door on the corner of Sunset Cliffs Boulevard and Narragansett Avenue. The Stavros family has been in business in Ocean Beach since the 40's when Mr. Christos Stavros first owned and operated what was the "Corner Malt Shop" on Newport Avenue.

Now Chris and Adriana have taken the best of what Espresso had to offer and made it better with a fresh new look and high quality menu ingredients. The interior evokes a casual and relaxed urban feel. The wall artwork, outdoor signage, and the tables are all made by local artists.

The menu offers an affordable selection of salads + pastas + entrees + pizza. Guests are welcoming the "create your own pizza" concept. They're also hooked on traditional favorites such as chicken picatta, spaghetti and meatballs, and the lasagna which is the house specialty.

The employees you know and love are still here and ready to provide an excellent dining experience!

BRAND ELEMENTS

- Slogan: “*Classic and Contemporary Italian Cuisine*”
- Tagline: “*New Look, New Chef, New Menu*”
- Espresso Cucina means “Fast Kitchen” in Italian
- Image consistent with Ocean Beach local community vibe
- Quality food at an affordable price
 - Familiar faces



TARGET CUSTOMER PROFILES

SEGMENT ONE

YOUNG AND SINGLE

- M/F 20-30
- Income \$30K-\$60K
- Live in Ocean Beach, go to college or entry level professional, active, purchase Happy Hour menu items



SEGMENT TWO

NEW COUPLES AND FAMILIES

- M/F 30-50
- Income \$50K-\$80K
- Live in Ocean Beach, working professionals with young children, weekly regulars



CUSTOMER PROFILE CONTINUED

SEGMENT THREE

ESTABLISHED FAMILIES AND EMPTY NESTERS

- M/F 40-60
- INCOME \$80K+
- Live in Point Loma, lawyers, doctors, real estate, travel, purchase higher end items



SEGMENT FOUR

TOURISTS

- M/F ALL AGES
- VARIED INCOMES
- Visiting from all over the world, often purchase appetizers or share entrees, reached through Visitor's Guide ads and OBMA



SWOT ANALYSIS

Strengths:

- No Rent Cost
- High Quality Ingredients
- Highly Experienced Chef
- More Money for Advertising
- Association with Olive Tree Marketplace

Weaknesses:

- Association with Brand Image of Espresso Pizza
- Association with Coffee
- Disconnect between Marketing Manager and Owners

Opportunities:

- Tourist Market in Summer
- Increase Brand Awareness
- Increase Market Share
- Build Social Media
- Build Happy Hour and Daily Specials

Threats:

- Old owner holding a grudge (keeping website for Espresso Pizza active with no menu)
- Neighborhood locals reluctant to change
- Inconsistency in Traditional Ads

POSITIONING MAP

“To the Ocean Beach diner, Espresso Cucina is the Italian restaurant that provides upscale, high quality Italian cuisine at affordable prices.”

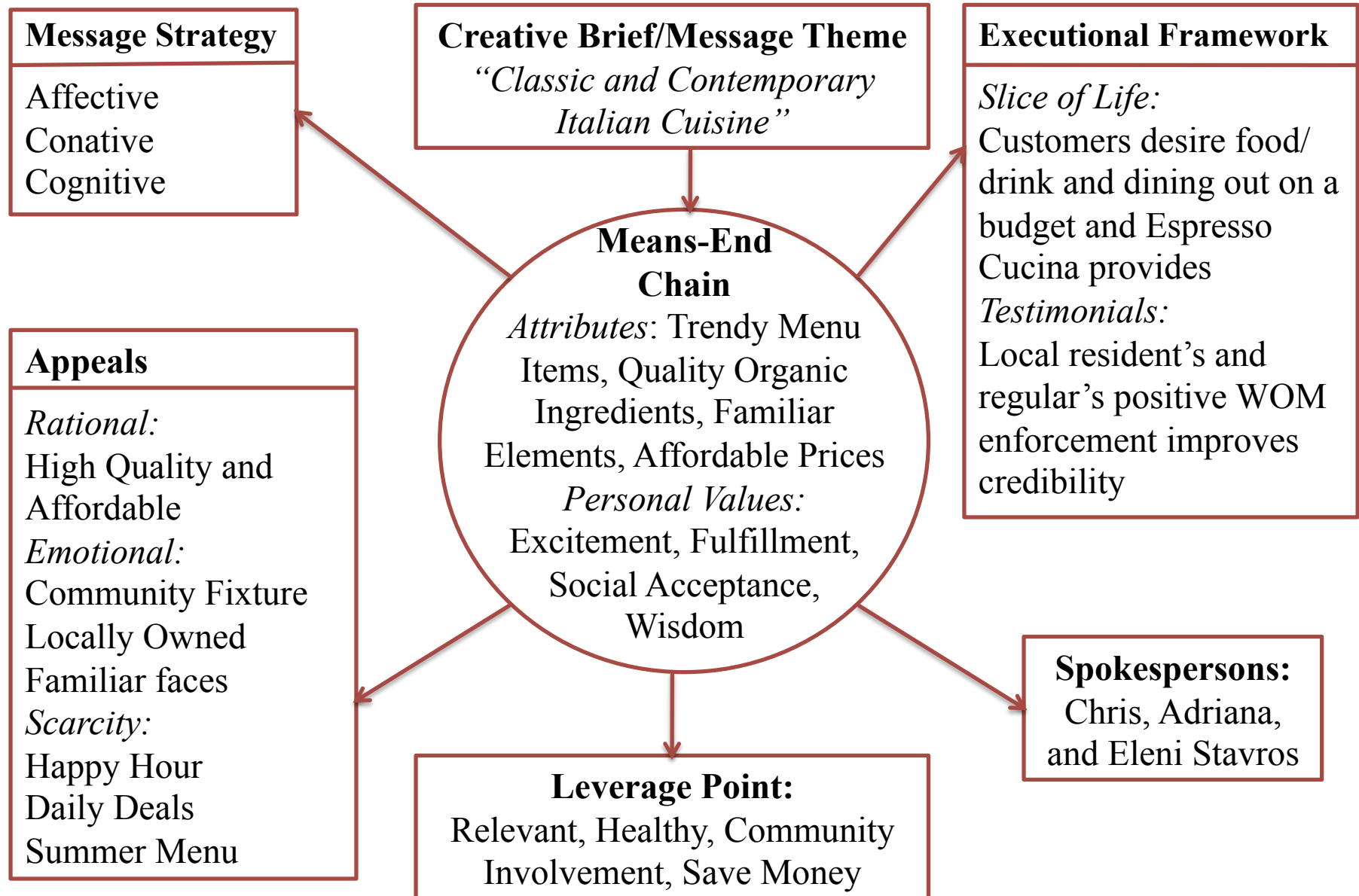


SELLING PREMISE

- Comfortable and Familiar Dining Experience
- Innovative Menu with Fresh Ingredients
- Highly Experienced Head Chef and Service Manager
- Independently and Locally Owned
- Happy Hour and Daily Specials
- Contemporary Wine and Craft Beer Selection



MESSAGE STRATEGY CHART



TRADITIONAL MEDIA STRATEGY

UNDER NEW OWNERSHIP

ESPRESSO CUCINA

IT'S SO EASY TO GIVE IT A TRY

MONDAYS
FREE SOUP OR SMALL HOUSE SALAD
WITH THE PURCHASE OF ANY ENTREE, PIZZA, OR PASTA

WEDNESDAYS
15% OFF WINE BOTTLES
*All wines are \$10.00 and up. Tax not included.

THURSDAYS AND SUNDAYS
\$5 OFF PIZZA COUPON
Dine-in only. Minimum \$20 order for discount to apply. Cannot be combined with any other offer, coupon, discount or promotion. Expires 4/30/14.

1776 SUNSET CLIFFS BLVD.
4:30PM TO 9:30PM (CLOSED TUESDAYS)
DINE IN AND TAKE OUT
619-224-2327 • ESPRESSOCUCINA.COM

ESPRESSO CUCINA

HAPPY HOUR 4-6:30 pm
Special \$6 Menu

UNDER NEW OWNERSHIP Great Beers and Wines too! ESPRESSO CUCINA



ESPRESSO CUCINA

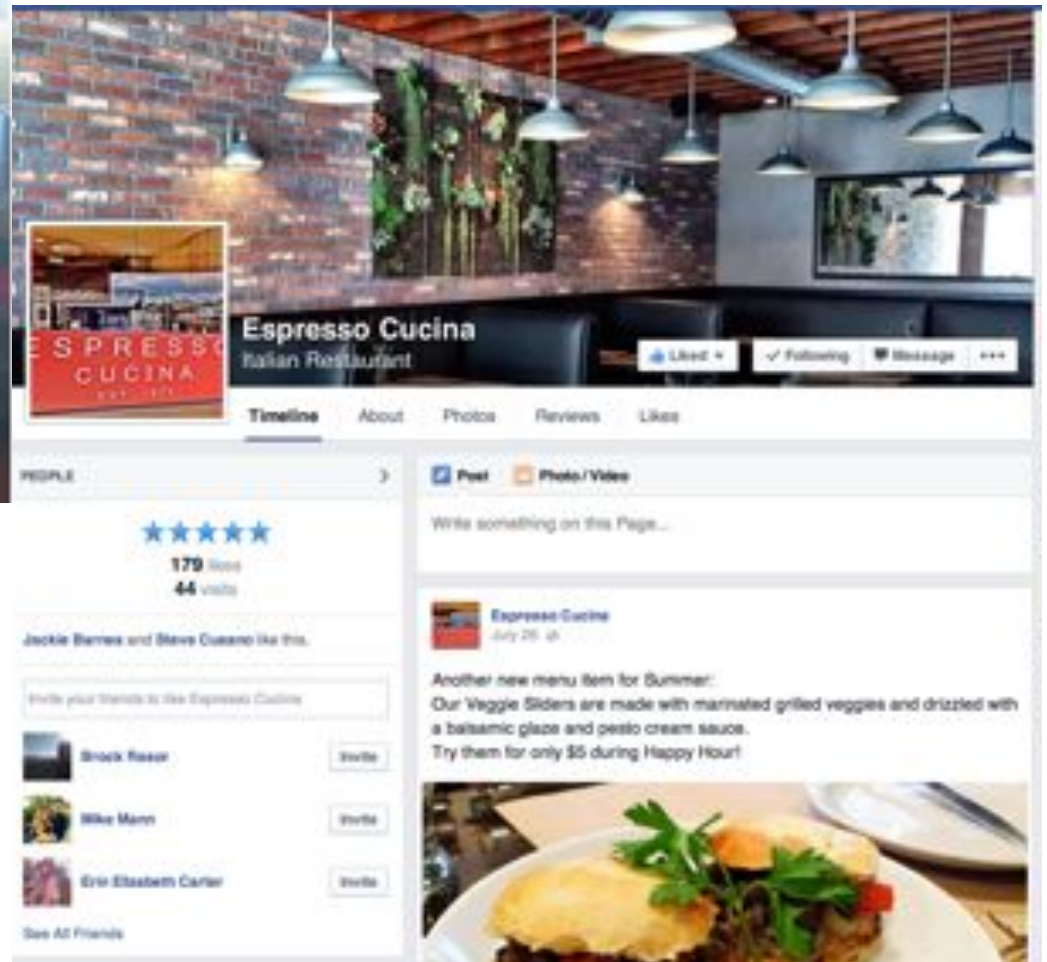
Under New Ownership
New Look - New Menu!
Dinner 4:30 to 9:30pm

\$6 HAPPY HOUR MENU
4:30 to 6pm
*Closed Tuesdays
1776 Sunset Cliffs Blvd
(619) 224-2327

NEW MEDIA STRATEGY

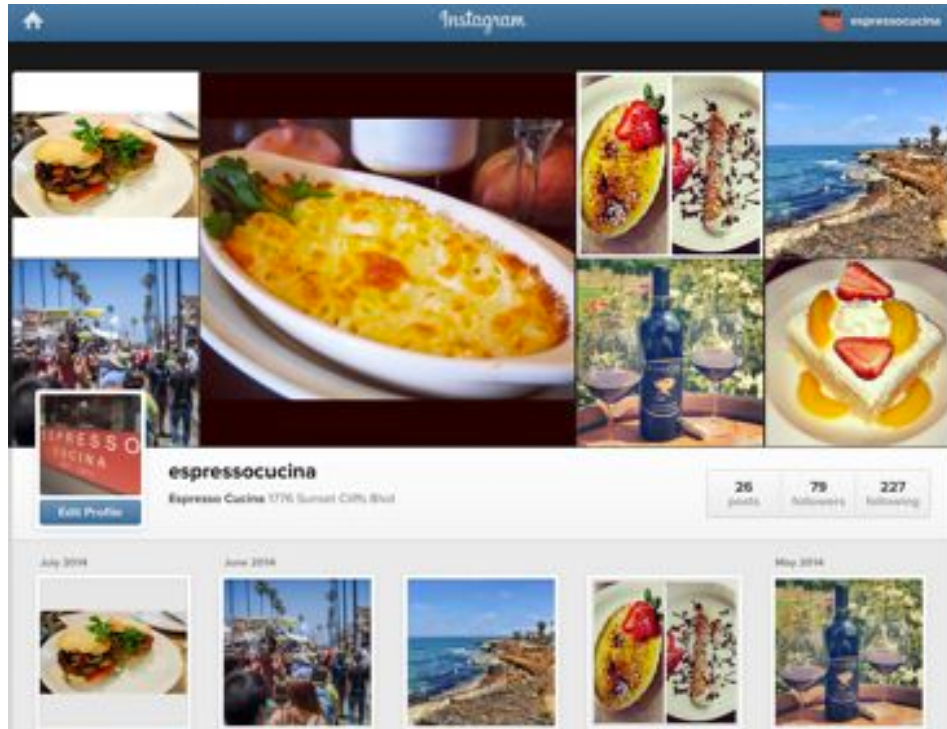


Facebook – Friend Page
for start up
traction and events



Facebook – Fan Page
Gain Likes and
Positive Reviews

NEW MEDIA STRATEGY



Instagram
@espressocucina
#OceanBeach #PointLoma
#SanDiego

Twitter

@espressocucina
#HappyHour #Italian #wine
#craftbeer #pizza



EVENT INFORMATION

2ND ANNUAL OCEAN BEACH RESTAURANT WEEK



ESPRESSO CUCINA
1776 Sunset Cliffs Blvd, OB 92107 (619)224-2227 www.EspressoCucina.com
Dinner for Two \$25.00*
House Salad One Large: Romaine, tomatoes, garbanzo beans, carrots, red wine and herb vinaigrette
Pizza 14 inch with your choice of three toppings
Dessert One dessert of your choice
Dinner for Two \$35.00*
House or Caesar Salad Choice of large house salad with red wine vinaigrette or a Caesar Salad to split
Choice of Entrée Lasagna, spinach ravioli w/Porcini cream sauce, chicken parmesan or Shrimp Fra Diavolo
Dessert One dessert of your choice
*Dine in only Tax, Tip, and Beverages not included Not valid with any other offer or promotion

EVENT INFORMATION

POINT LOMA SUMMER CONCERT SERIES SPONSORSHIP



POINT LOMA
SUMMER CONCERTS
2014 *Let there be music!*

FREE FRIDAY NIGHT CONCERTS
5:00 - 8:00 PM
POINT LOMA PARK

PRESENTED BY **WILLIS ALLEN REAL ESTATE**

JULY 11 **THE MIGHTY UNTOUCHABLES** SPONSORED BY: **Dick & Dorothea Laub**

JULY 18 **Liquid Blue** SPONSORED BY: **David P. De Rudder D.D.R.** **ESPRESSO** **Olive Tree**

JULY 25 **HELLO!** SPONSORED BY: **WIDE THE POINT JIM KRAUSE** **Keene & Greenwald** **POINT LOMA COMMUNITY COUNCIL**

AUG 01 **HOT AUGUST NIGHTS** SPONSORED BY: **Point Loma**

AUG 08 **DETROIT UNDERGROUND** SPONSORED BY: **Ed Harris** **Ed Harris Construction Services Group** **Junior Stage Sponsor**

CYMER **Second Sponsor**

Point Loma Community Recreation Council **SPRINT** **Point Loma**

Anne and Jerome Ryan



PRESS INFORMATION

PRESS RELEASE IN THE PENINSULA BEACON

Ocean Beach Featured Restaurant

Espresso Cucina Re-Opens Under New Ownership New Look, New Menu, Same Great Tasting Pizza

Espresso Cucina has reopened for business again after a period of being closed for a couple years. The Italian restaurant located at 3774 Sunset Cliffs Boulevard has been a fixture in the community since the early 70s.

Chris Harris and his wife Melissa moved past the restaurant when the former owner decided to sell and retire. The couple discovered the other two Marlborough right next door. The business finally has been in business in Ocean Beach since the late 1970s when Mr. Harris began to own and operate what was the "Cinder Block Man" and his pizza business.

"I grew up growing up and being involved in the community while I was here and when I first worked my father-in-law Chris Harris. He took the best of what Espresso Cucina was and made it better."

The interior of the restaurant has a whole new look. The wall artwork, lighting, signage, and the tables are all made by

local artists. The menu is also different. The former restaurant serves the chicken, pasta, spaghetti and meatballs, and lasagna are still on there. But the main difference is that is also use of high quality ingredients. The pizza dough is the same, however, the sauce now calls for "crushing your own pizza" which only comes in one standard 14 inch size. The new location has a new menu.

"We like and know our stuff, the local and local of Espresso Cucina. They love their home cooking but the menu has changed in years, and they know what customers like and what they have been successful doing for the entire group, and we are the best that they chose to stay with us."

Espresso Cucina is open for dinner from 5:00 to 10:00pm, open about 11:00pm. Take-out food is available for pick-up only. For more information call with 619-437-0000 or visit www.espressocucina.com



Lucy's Tavern
WCS A Local Favorite!
Great Food & Drinks
Daily Monday to Sat

HAPPY HOUR - EVERYDAY 4-7PM

WELL CROWN	\$2.99
WALLCRAFT	\$2.99
ALL THE WINE	\$1.99 (1/2)
WATER	\$1.99 (1/2)

7 TVs • 5 PLASMA TVs
FOOT, TABLE, POOLBALL • SMOKING (2004-2005)
And Welcome to the new OB Hospitality Group

BED AND BREAKFAST
ELSBREE HOUSE
VACATION CONDO

6054 Narragansett Ave., Ocean Beach

Book a romantic getaway for Spring
Highly available
For you here, friends or family visiting for spring break? Perfect time!

Specials

11/10

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FOR MORE INFORMATION OR PICTURES
IN HIGH RESOLUTION CONTACT
ESPRESSOCUCINA@GMAIL.COM OR
VISIT WWW.ESPRESSOCUCINA.COM