

Recipes for Restaurateurs(TM) Marketing Cookbook Debuts

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Linda Duke, Restaurant Industry Marketing Expert, has Published a Marketing Cookbook to Aid Restaurant Operators with Proven Marketing Tactics

Duke Marketing Publishing(TM), has announced the debut of "Four Star Restaurant Marketing Cookbook-Recipes for Restaurateurs(TM)", written by Linda Duke, CEO of Duke Marketing, a nationally recognized restaurant marketing expert, motivational speaker, trainer and consultant. Recipes for Restaurateurs provides restaurant owners and operators, chef-rateurs(TM)(chefs who operate a restaurant), franchisees and culinary students a 300 page resource of proven marketing tactics in an easy to read recipe format. "Four Star Restaurant Marketing Cookbook-Recipes for Restaurateurs" is available to purchase for \$99 online at www.marketing-cookbook.com and the Western Foodservice & Hospitality Expo following Ms. Duke's presentation at 4:30 p.m., August 23rd, 2008, at the Los Angeles Convention Center.

It isn't a cookbook for preparing food in a kitchen, Recipes for Restaurateurs is a resource written in a reader-friendly format with over 250 photos and real restaurant case studies, along with 100 field tested tips, tools and tactics of successful marketing recipes (marketing programs), ingredients needed, and directions (a tactical guide), to generate sales, create awareness and build any restaurant brand.

Recipes for Restaurateurs offers step-by-step sales building recipes, from planning, timelines, and supplies, all the way though execution. "Most restaurant operators are in need of an all encompassing guide - a real tactical marketing toolkit," says Duke. "The biggest challenge restaurant operators face is creating, executing and tracking sales driving promotions," she continued. Recipes for Restaurateurs delivers applicable ideas, proven methods, and easy to follow instructions to get results.

"Linda Duke has been cookin' up restaurant marketing programs for many years and has thoughtfully refined her list of ingredients for attracting and satisfying consumers and giving the media something to chew on," says Alan J. Liddle, managing editor of conferences and special projects, Nation's Restaurant News. "How well does she understand the restaurant industry? Well enough to realize that busy single and multi-unit operators or their harried staff will benefit more from a 'recipe' type format for her marketing tips, tricks and techniques, than from the grand essays she could pen if she wanted to based on two decades in the brand, sales and loyalty building business."

Recipes for Restaurateurs chapters include: special occasion promotions, how to create and execute contests, catering sales, grand openings, publicity stunts, target kids and schools, community relations and fundraisers, chef- rateur marketing, and motivating employees.

"Recipes for Restaurateurs is a comprehensive restaurant business resource that operators will find very relevant," says Patricia Cobe, Senior Editor, Restaurant Business Magazine.

"The restaurant business has become highly competitive and with consumers eating out more often, their ever changing demands and time constraints, it is imperative restaurant operators have sales driving programs in place to get their share," says author, Linda Duke. "We've implemented hundreds of these recipes for many restaurant operators. We decided to put them in a book for the restaurant industry as recipes for success.

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