



Entice “foodies” to fine-dining experience in wine country



Sample interior spread, photography

Business

Fine-dining restaurant in Dayton, Oregon

Audience

Food and wine lovers visiting Yamhill County, Oregon; anyone searching for a unique fine-dining experience in the heart of Oregon wine country

Challenge

Provide regional destinations with information piece to give to visitors; introduce the family-owned, food and wine experience in an elegant, upscale piece; help diners locate the restaurant

Strategy

Create “storybook” brochure and rack card to introduce the chef/owners and showcase critically acclaimed cuisine and unique experience in historic residence; include map and clear directions

Results

Stronger presence for Yamhill County “gem;” more referrals from region; library of high quality photos for use on web and more



Brochure/booklet cover