



## What is LEAP?

---

**In just 45 days,  
Bullfrog + Baum  
will effectively and  
strategically promote  
your restaurant or  
initiative to media  
and to influencers  
in the New York  
metropolitan area.**

LEAP is a short-term, project-based program, developed by Bullfrog + Baum, one of the country's leading Hospitality Marketing Groups.

This budget-friendly campaign encompasses media relations, social and consumer outreach and engagement and builds brand awareness and buzz from the start.

# Overview

---

## Who Should Use LEAP?

- I am a small and/or independent restaurant, seeking to quickly and strategically promote my opening or initiative
- I am working with a limited budget
- I have a one-time event and/or I am launching a new initiative that I would like to promote immediately
- I am interested in exploring PR and Marketing for my business but not ready to make a full-time commitment

## What Does LEAP Achieve?

- Local and regional awareness of your opening or initiative
- Targeted outreach and interactions that familiarize media and influencers with your opening or initiative
- Consistent, clear messaging of your concept
- Guided counsel and management of on-brand media opportunities

## How Does LEAP Work?

- Four (4) weeks prior to your launch, B+B schedules an exploratory call and site-visit to gather information about your project
- B+B provides counsel on your launch strategy and we work together to set an agreed upon timeline for rollout (\*Please note, we request that no crucial information is to be announced on your website, social media channels, etc. until we have a strategy in place)

- B+B prepares press materials to be used in preliminary media outreach, including an opening statement that details vital information about your concept
- B+B conducts strategic pitching – targeting up to 25-35 relevant press contacts (depending on project), which may include local dailies, weeklies, online, national and hyper-local outlets – in an effort to secure opening coverage

## Additional LEAP Services

- Your LEAP will receive additional promotion on a consumer-facing, Bullfrog-owned channel within one month of your launch
- B+B conducts outreach to digital influencers and arranges influencer and/or media meals to garner additional buzz. B+B may also advise on event coordination or product distribution
- B+B provides referrals for photography services, etc. in order for the restaurant/initiative to comparative shop, schedule and manage vendors internally

## LEAP Clients

### Brooklyn

**Brooklyn Bridge Park**  
Fornino\*

**Clinton Hill**  
Emily  
Sisters\*

**Park Slope**  
Brooklyn Central  
Pierre Loti Park Slope  
**Prospect-Lefferts Gardens**  
Camillo

**Greenpoint**  
Anella  
Greenpoint Fish & Lobster\*

**Williamsburg**  
denizen  
Don Muang Airport  
Dos Toros Williamsburg\*  
Motorino Pizza\*  
Toby's Estate Brooklyn\*

**Carroll Gardens**  
Dassara Brooklyn Ramen

**Fort Greene**  
Aqualis Grill  
Hey Hey Canteen

### Manhattan

**Lower East Side**  
La Gamelle

**East Village/  
Alphabet City**  
Avant Garden\*  
Casa BBQ  
Extra Place  
Heidi  
Le Jardin Bistro  
Mother of Pearl\*  
Motorino Pizza\*  
Sidewalk Café\*

**Union Square**  
Sandwicherie

**Chelsea**  
Amorino Gelato\*  
Creamline\*  
minigrow

**Gramercy/Flatiron**  
Boucherie  
Gramercy Kitchen  
GRK Fresh Greek  
Melt Shop\*  
Schnipper's  
Wahoo's

**Little Italy**  
Gelso & Grand\*

**NoMad**  
Maui Onion  
Mulberry & Vine\*  
Pondicheri\*

**NoHo**  
Hung Ry

**SoHo**  
Black Tap\*  
Galli  
Piccola Cucina Estiatorio\*

**Greenwich Village**  
Bourgeois Pig\*  
Neta  
Riddling Widow\*  
Sol\*  
The Anthony

**West Village**  
Pagani  
Toby's Estate West Village  
Seabird\*

**Theater District/  
Hell's Kitchen**  
Annabel\*  
Snack EOS

**Midtown**  
Bob's Steak & Chop House  
Chazz Palminteri Ristorante  
Italiano  
Davio's  
mingrow  
Mulberry & Vine\*  
Schnipper's  
Wok Chi

**Harlem**  
Solomon & Kuff Rumhouse\*

**UWS**  
Corvo Bianco  
Crave Fishbar UWS\*  
Daa! Dumplings  
Jing Fong  
The Leopard at des Artistes  
The Ribbon\*

**Yorkville/UES**  
Charc  
Hospoda  
Sistina\*

**Financial District**  
Fioro  
Magic Mix Juicery  
Porterhouse Brew Co.

### Other

**Westchester**  
Lulu Cake Boutique  
Rivermarket Bar + Kitchen

**Astoria**  
The Last Word\*

### Events

New York City Hospitality  
Alliance Awards 2016 & 2017  
Torst/Luksus x Knappett Chef  
Collaboration Dinner

\*LEAP clients that have continued on as a full-time retainer; or have requested extended work with B+B in some capacity

## Campaign Highlights



**The Spicy Mexican**  
Black Tap Burger, 529 Broome  
St.; 917-639-3089

The \$12 Spicy Mexican burger shouldn't quite work. The chorizo patty should be far too crumbly, too fatty, too spicy to carry a

whole hamburger, but it turns out to be just greasy and zesty enough. "The trick is a touch of apple-cider vinegar," says Black Tap chef and co-owner Joe Isidori of the house-made Berkshire pork chorizo patty. Topped with jack cheese,

chipotle mayo, pico de gallo and, if you're wise, some avocado, it's one of our burger-obsessed city's most striking new contenders. "It hits the foodie crowd with a punch," says Isidori.



# Campaign Highlights

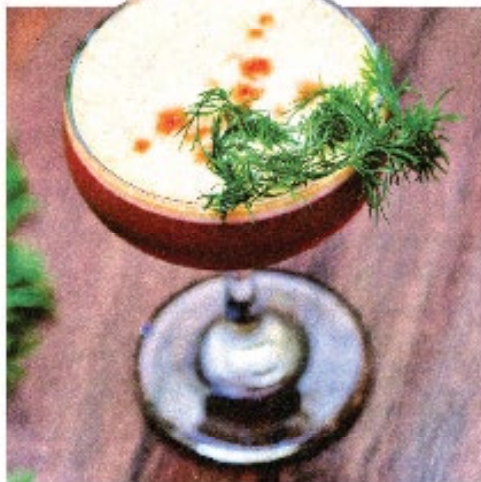
Time Out  
New York

JUST OPENED

Until Tomorrow

**ELEVATE YOUR USUAL** shot-and-chaser order at this Clinton Hill cocktail bar, a collaboration between beverage director Rob Gilcs (Erly's on Beekman), chef Dave Ralston (Blue Hill, Lulus), and the team behind Prospect Lefferts Garden's Blessings Café. Along with seasonally rotating cocktails like the Donkey Kong (caramel-bread-pudding-infused rum, Tahitian vanilla syrup, brûléed bananas) at the walnut-topped bar,

Gilcs dedicates a section of the drinks menu to newfangled takes on shots and chasers: shochu with fermented pineapple, say, or tequila with tomatillo. To pair, Ralston turns out bar bites like sloppy joes, chicken fajitas and buffalo fried chicken thighs, which diners can tuck into at an eight-seat communal table or, come warm-weather months, on the 30-seat outdoor patio. → 507 Myrtle Ave, Brooklyn (347-587-4151, [untiltomorrow.nyc.com](http://untiltomorrow.nyc.com))



## URBANDADDY

SEABIRD

### A Relaxed Coastal-French-Type Evening *Your Cozy New West Village Dinner Spot*

BY GEOFF RYNEK JULY 26, 2016



More days than anyone would like to remember were spent not being at Seabird, a Riviera-meets-West-Village type of seafood spot.

But we don't have to worry about that now, because it's opening tomorrow in that very village.

People from the equally charming spots Mezzetto and Mountain Bird created this. It's a place to come for an impromptu dinner with friends. You call one or two up and ask, "Hey, you want to grab some warm lobster rolls tossed with tarragon béarnaise sauce? And we'll have some wine, too." And they say, "Yeah, I'll see you down at Seabird, where they have those."

So you meet them, grab a table and discuss your days and convention hijinks, et al. Then you make good on your claim to consume the things above and dinner's over.

On your way out, you notice they're doing takeout as well, and you remember how difficult the choice between that roll and the clams casino mac and cheese was. And then, damn it, you didn't even see the bouillabaisse dumplings the first time around.

The midnight snack lives.

The New York Times

FOOD

## Pondicheri Makes Indian Flavors an All-Day Affair

PONDICHERI NYT Critics' Pick   
Indian | \$\$   
15 West 27th Street, NoMad | 646-878-4375

### Restaurant Review

By PETE WELLS OCT. 11, 2016



Liz Barclay for The New York Times

"This is the first place you've taken me where I'd come back and spend my own money," a friend said in the middle of lunch at **Pondicheri**. He is highly sensitive to pretension and unjustified expense, so whenever I take him along on one of my hunting parties, I try to pick something with a high ratio of flavor to price. At Pondicheri, I finally hit his sweet spot.



The New York Times

FASHION & STYLE

# The Last Word, an Imitation Speakeasy, Opens in Queens

Boîte  
By BRIAN SLOAN NOV. 2, 2016



The Last Word, hidden behind a fake storefront, imports downtown cocktail culture to Queens.  
Peter Pabón for The New York Times

By now, the imitation speakeasy is familiar territory. Dozens have opened in Manhattan and Brooklyn, behind unmarked doors, Potemkin coffee shops and hidden alleyways. But Queens is proudly behind the curve.

THE WALL STREET JOURNAL

## GREATER NEW YORK

### A Focus on Food, Not Formality

By CHARLES PASSY

When Basu Ratnam decided to open his first restaurant, he sought to avoid what he called the “pretenses of fine dining.” But he also wanted his menu to represent a step up from fast food.

The one-time financial professional found a solution in the fast-casual model of restaurant chains like Chipotle and Shake Shack, but with an Indian twist: Mr. Ratnam’s restaurant, Inday, is dedicated to health-conscious food reflective of his heritage, with dishes like grilled salmon with “coastal Indian spices” or charcoal-smoked tofu in tomato chutney, all priced at \$12.50 or less.

The formula appears to be working: Since the 35-seat restaurant opened last summer,

Beyond Inday, the newcomers include Wisefish Poké, a Chelsea establishment that specializes in the Hawaiian seafood dish, and Oxido, a Flatiron dining spot that offers what’s billed as “traditional Mexican food with modern influences.”

In addition, fast-casual operators that started elsewhere are flocking to the area, including Mulberry & Vine, which first opened in Tribeca but has added a NoMad location that it says will be the model for future openings.

and NoMad neighborhoods and parts of Chelsea, a stretch of Manhattan that has become a hotbed for residential and commercial development.

Beyond Inday, the newcomers include Wisefish Poké, a Chelsea establishment that specializes in the Hawaiian seafood dish, and Oxido, a Flatiron dining spot that offers what’s billed as “traditional Mexican food with modern influences.”

One of the biggest fast-casual openings in the neighborhood is still to come: Made Nice, from the owners of Eleven Madison Park, is set to open in NoMad later this year.



### Losing the

Continued from page A15

“In looking back at all the recipes we’ve developed, we realized that many of them could be translated into a more casual environment,” the owners, Daniel Hamm and Will Gaudier, said in a joint statement.

The driving force behind the fast-casual movement has been to do high-quality food, often with local ingredients, without the trappings of formal, all-down dining. Such restaurants typically have lower overhead, since they don’t have white tablecloths to be washed or wait staff to pay.

Because of their smaller footprint, fast-casual restaurants have lower startup costs, too. Entrepreneurs say they can build out their spaces for as little as \$500,000; by contrast, they say opening fine-dining establishments in Manhattan can easily top \$2 million.

Entrepreneurs are also discovering that fast casual, with its limited-service model, can

As for why these culinary entrepreneurs are flocking to the Flatiron, NoMad and Chelsea, they are following the millennials, who make up the target market for fast-casual restaurants as well as the workforce for many of the tech companies in the area.

When Mr. Ratnam was scouting locations for Inday, he confined his search to a five-block stretch of Broadway from 32nd to 28th streets. Ms. Gauthier was similarly selective when she looked for a spot for her second restaurant.

But Technomic’s president, Darren Tristano, cautioned that a certain thinning of the ranks is inevitable in the industry and perhaps in the NoMad Flatiron/Chelsea area, too. While competition “forces everyone to raise the bar,” he said, “weaker restaurants are always going to fall out.”

Most fast-casual operators in the area, however, remain confident about their prospects, saying they are already thinking about their next openings in the city or elsewhere in the U.S. Their customers seem poised to go along for the ride.

At Wisefish Poké on a recent weekday afternoon, Merrin Tronick, a 27-year-old entrepreneur herself, noted that the seafood-centric restaurant was lighter than what she has come to expect from Chipotle and other fast-casual spots. “I love the concept,” she said. “The satisfied, but I’m not rolling out of here.”



### New Queens cocktail bar hides behind hardware storefront



NEW YORK (FOX 5 NEWS) — Strolling along Ditmars Boulevard in Astoria looking for a place to serve you an interesting cocktail, few would stop in front a hardware store.

Behind a storefront modeled after that of the hardware store that co-owner Tommy Demaras frequented as a kid in this neighborhood, he and co-owner bar guru Paddy O'Brien have hidden the Last Word.

A lazier cut front notifies the host or hostess someone outside thinks they want to come inside. If in the mood for a drink and not just a round of an extension card, one enters and passes by walls of tools and supplies before entering a dimly lit, in-collared room modeled after a 1930s speakeasy and named for a cocktail O'Brien encountered nine years ago.

The Last Word offers four different variations on its namesake, along with sixteen other signature cocktails, many of them not ones.

The Last Word opens Tuesday, serves bar snacks and drinks, and — at this point — harbors no plans of selling any hardware at any point in the future, contrary to what scores of daytime visitors might believe.



eatnyc

Mulberry & Vine

Follow

2,363 likes

24w

eatnyc Real simple and really, really good @mulberryandvine. #EATINGNYC view all 59 comments

trotts11 @cdepoole

kcoop09 @madzbraun whoa u ate this today

sammylevine Omg after Charlee @melliben #nostalgic

arnah @kimmyb\_nyc is this the same place you tagged the other day?

lizzielymen @meganlyman

kimmyb\_nyc @arnah yes!

marlechloe @emilyruotolo

cloweeeee @doc\_alpi @bunnnnyy @juliereusche

lisa\_chiswick @jaclynhopetaria

jacksinski @ddcote



## Campaign Highlights

### The New York Times

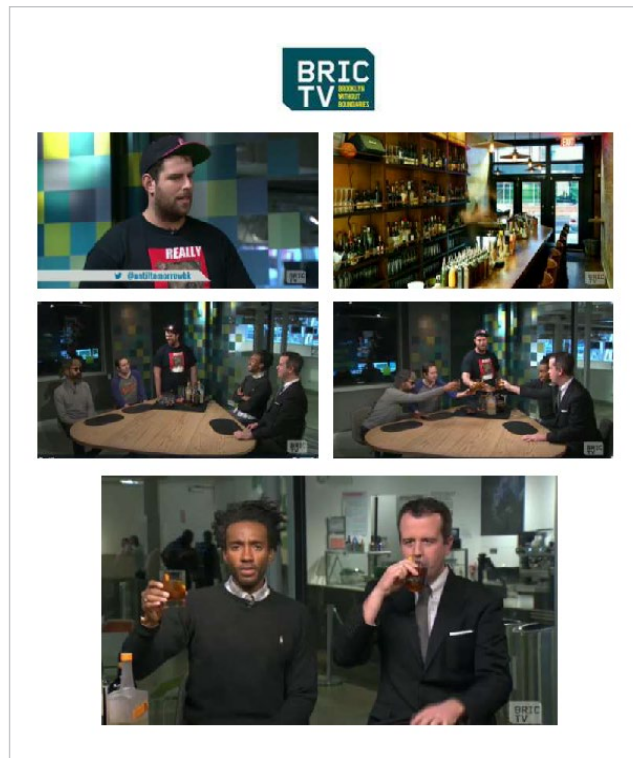
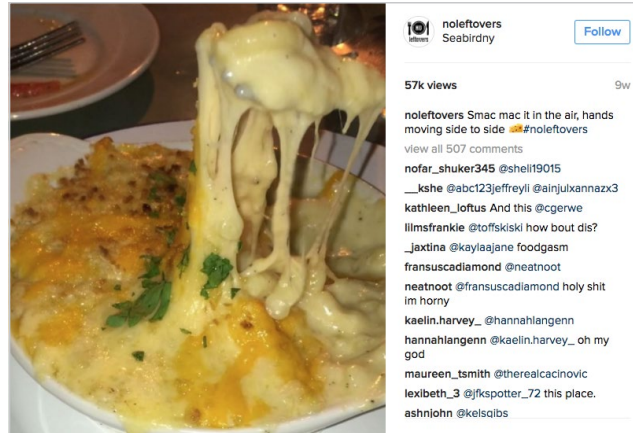
#### OFF THE MENU FLORENCE FABRICANT



NICOLE CRAINE FOR THE NEW YORK TIMES

#### HEADLINER Pondicheri

This is the first out-of-town foray for a Houston Indian restaurant. It will start with breakfast, lunch and snacks. The pan-Indian menu includes stuffed parathas and rotis, cooling chaat salads and curries. Customers order at a counter; food is delivered to their tables. Dinner, to begin mid-August, will have full waiter service. The owner is Anita Jaisinghani (at left with Ajna Jai, her daughter). The pastry chef, Ashley Dickson, infuses items like madeleines with exotic spices. The sommelier, Rajat Parr, has a global wine list. (Opens Monday): 15 West 27th St., 646-878-4375, [pondichericafe.com](http://pondichericafe.com).



### EATER NEW YORK

#### Everything You Know About Vegan Restaurants Is Wrong at Ravi DeRossi's Avant Garden

Eater senior critic Robert Sietsema takes a first glance at the new East Village restaurant

by Robert Sietsema · Oct 14, 2015, 4:08p



Many factors traditionally dissuade meat-eaters from entering a vegan or vegetarian restaurant. They often find the food bland and desperately under-seasoned. They eschew meat substitutes like chorizo-flavored Tofurky or Fakin' Bacon, which have a rubbery consistency and are often loaded with additives. Or they fear the food will be humorlessly low-carb, low-fat, and gluten-free. No bread for you!



# Campaign Highlights

## THE WALL STREET JOURNAL.



### A Question of Taste

Greenpoint Fish & Lobster Co. is the sort of spare, one-note restaurant that turns on the central question of whether the food is any good.

The wine is served in juice glasses, the dining room on a recent evening was downright chilly, and the staff clad in wool caps and trucker hats had a decidedly laissez-faire attitude toward whether water refills came regularly and entrees arrived together.

But all of that becomes instantly charming with the first bite of a smooth and peppery daily crudo in extra virgin olive oil with citrus and sea salt (\$7), or some warming chowder with a daily selection of fish (\$6).

The restaurant has acquired some early renown for its fish tacos (\$10), but that isn't all that's good, by any means. Try the tokubetsu fish bowl with rice, ponzu sauce, vegetables, a soft egg, wasabi mayo and nori, and a market seafood that is

posted on the blackboard each day (\$12). A recent special of a salmon burger with sake was more moist and flavorful than its usual counterparts (market price).

There is also a spot to buy fresh, uncooked fish with knowledgeable and patient staff willing to discuss at length the sustainability and preferred cooking method.

Owner and executive chef Adam Geringer-Dunn, who had little prior restaurant experience, said he opened the restaurant because for all the artisanal meat and cheese shops in Williamsburg and Greenpoint there was nowhere good to buy fish.

"There are markets here and there...but they smell terrible, you don't know where the fish is coming from," he said.

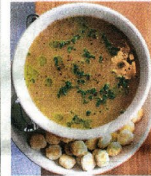
One challenge of Mr. Geringer-Dunn's focus on sustainably sourced fish is that sometimes things simply aren't available. With a recent spate of bad weather in New England, certain dishes were simply out of the question.

"We haven't had clams for several weeks because all the clams are frozen in. You need a chain saw to cut through the ice to get oysters," he said.

The restaurant isn't staking its name on sides or desserts, but try the fried Brussels sprouts with ranch dressing (\$7), which were much better than they sounded. The meal is nicely rounded off by a slice of the tangy Key lime pie.

—Laura Kusisto

Greenpoint Fish & Lobster Co., 114 Nassau Ave. near Eckford Street, open Monday through Sunday from 11 a.m. to 10 p.m. and Friday and Saturday noon to 11 p.m.; 718349-0400; DOH ratings: A.



Top, the Fish Tacos at Greenpoint Fish & Lobster. Above, the Fish Chowder. Below, the Arctic Char Crudo.



## BROOKLYN

### BROOKLYN'S BEST SUMMER FOOD

by Kristin Iversen  
photographs by Jane Bruce

In this paradigmatic age of hyper-local eating and easy access to formerly exotic treats in your corner bodega, it can be difficult to focus on what actually makes certain foods feel season specific. Because when tomatoes grow supermarket shelves in the depths of winter and lobster rolls can be found at local food trucks stationed far from the Maine coastline, a concept like summer food becomes about more than just the ingredients. It's about the feelings you get when eating. Much like the season itself, summer food should be about simplicity and freedom.

Greenpoint Fish & Lobster Co.  
114 Nassau Avenue, Greenpoint



You could indulge in anything at Greenpoint Fish & Lobster and feel pretty damned seasonally appropriate. But don't overthink this. Get the fish tacos and do the extra-skimmed Danish beer daily. Fried fish, again. Shrimp. Live more, properly radishes and slices of cabbage, all on a warm corn tortilla. You'll instantly feel transported to beach in Baja.

Summer 2015

57

## Time Out New York

# Drinking

Write your  
own review at  
timeout.com/  
reviewny

Edited by  
Christina Izzo  
food.ny@timeout.com  
@christinalizzo

## On our radar Mother of Pearl

Worth a dive.  
By Dan Q. Dao

★★★★

95 Ave A (212-614-6818, motherofpearlinc.com). Average drink: \$18.

Catching a breeze through white-linen curtains while downing an umbrella-decked cocktail is as close to an island escape as you'll get on a grungy, hookah-fumed stretch of Alphabet City. For this paradisiacal 50-seat revamp of his old Gin Palace space, Ravi DeRossi (Death & Co, Cienfuegos) recruited longtime cohorts Jane Danger (the NoMad) and chef Andrew D'Ambrosi (Bergen Hill) to rehash the throw-back pours and Orient-skewing grub shaped by 1940s tiki culture. Without a single standard-issue tiki offering on the menu—no mai tais or pupu platters here—Mother of Pearl is a postmodern Polynesian affair pioneering new waters.

**ORDER THIS:** Beach-ready quaffs draw inspiration from their midcentury counterparts, but Danger freely riffs on those predecessors. The Shark Eye (\$15)



Imperial Bulldog

plays on a Demerara dry float, swapping the usual rum for curaçao and bourbon in a kitschy, Jaws-like cup, while the Tide Is High (\$15) spices up the nuttiness of almond-based orgeat and cashew milk with smoky mescal and pineapple juice shaken to a frothy consistency.

**GOOD FOR:** Island flavors are given smart twists from D'Ambrosi. Kahlua-and-ginger-smothered slabs of pork belly (\$26) come with oversize bibb lettuce leaves, ready to curl around coconut rice and kimchi pineapple. The *uni kalani*

(\$18) is a lofty take on a traditional Polynesian breakfast, with succulent urchin floating on a cloud of Spam-speckled French eggs.



**THE CLINCHER:** Like the menu, the cozy teal-and-white den is rife with time-warp nods to the Pacific isles, including retro floral-patterned banquettes, hand-carved totem pole stools and mother-of-pearl light fixtures. The effect is somewhat dreamlike—corroborated by a lo-fi pop soundtrack ranging from the Velvet Underground to St. Vincent. If you can brush off the occasional stares of passersby—the gleaming neon sign and effervescent lights garner many a sidewalk double take—you might find yourself lost in booze-soaked bliss.



# Campaign Highlights

**TimeOut**  
New York

JUST OPENED

## Don MuangAirport



Bangkok pork chop

**ZACHARY MEXICO AND** Billy Jones bring a little Bangkok to Brooklyn with this full-service Thai newcomer, set inside the team's live-music haunt Baby's All Right. Named for the Thai airport where Mexico first met chef and beverage director Jarrett Wrisley (Bangkok's Soul Food Mahanakhon), the 65-seat restaurant riffs on Thai comfort classics, overseen by executive chef Michael Sablan (Mission Chinese Food). Green curry comes in the form of fried rice with slow-braised beef cheeks; northern khao soi flavors pulled pork sliders with crispy noodles and mint; and papaya salad is plopped on top of a Thai-spiced fried-chicken sandwich. At two bars, find beachy large-format cocktails served in buckets, such as the Under the Armchairs (tequila, chili, lime and Pacifico).

→ 146 Broadway, Brooklyn (718-599-5800, donmuangairportbk.com)



**cy\_eats**  
Don Muang Airport

7,417 likes

cy\_eats if fried chicken "Friday isn't a thing, it needs to be! @donmuangairport's Thai fried chicken sandwich w papaya salad at @thepointnyc. #NYC #tothefoodclub #friedchicken #sandwich #FCE

view all 122 comments

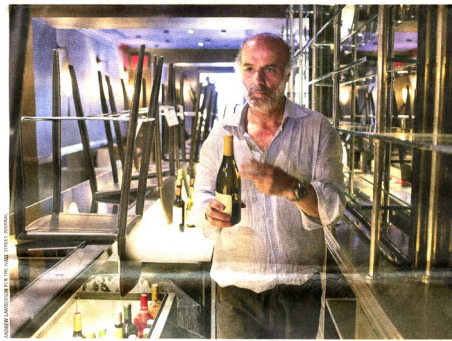
an\_nakroten @villanona\_jordan wander\_media I love that fried chicken and this looks bizarre and wonderful.

cmfaneli @thugast5 donnie @thepointnyc @raisa\_gachai @mg @donatista @cheatyeats @love this pic. #tothefoodclub

juliu\_al @00yassasin viewlous\_cherbel @phinn

Add a comment...

## THE WALL STREET JOURNAL.



Giuseppe Bruno relocated his contemporary Italian restaurant from its longtime home on Second Avenue to East 84th Street.

### When Restaurants Hit the Road

By CHARLES PASSY

The hot new culinary accessory in New York restaurants may be a moving truck.

That is certainly how Giuseppe Bruno sees it. The chef and owner of Sistrina, he has spent much of the past summer relocating his contemporary Italian restaurant from its longtime home on Second Avenue to East 84th Street, about a block away from the Metropolitan Museum of Art. Everything from the beloved stock pots he has used since Sistrina opened 33 years ago to the thousands of bottles of wine he collected over that period, went with him to the new location.

The process is exhausting, and expensive. Mr. Bruno, 56 years old, estimates he has spent about \$1 million on the move, the bulk of which is going to pay for an extensive renovation of the 75-seat space, previously home to the restaurant Crown.

It is worth it, he said, because he believes Sistrina is its new location near the so-called Museum Mile can attract more diners, especially during lunch, when it formally opens on Sept. 15.

"We're going to have a new beginning," Mr. Bruno said. In the coming months, a number of other restaurants are also expected to be on the move.

After being closed for nearly a year, Union Square Cafe, which established Danny Meyer as a force on the city's restaurant scene three decades ago, will reopen in October at an East 10th Street location a few streets away from its former home. The still-bustling Nobu, the citadel of sushi that has been a fixture in Tribeca for more than 20 years, has a new location near the Financial District.

And later in 2017, the Four Seasons, which made its home in its Philip Johnson and Miles van der Rohe-designed Seagram Building location for more than 50 years, is slated to start a new chapter in a nearby space at 280 Park Ave.

Such a scenario fueled one Square Cafe and Nobu's move. Both restaurants noted that their new locations will be larger, affording them opportunities to expand their businesses, particularly by hosting private events.

"The only way we can stay the game is in a place where we can do a bigger volume," said Drew Nisenson, a



The new location of Sistrina gets a fresh coat of paint, left. Cases of wine are piled up before the opening, above. The former home of the Four Seasons restaurant at 280 Park Ave., below.

### New York's Moveable Feasts

As restaurants face the 4 of their long-term leases, they often face even increases as high as 300%. That leads many to question if it makes sense to stay in place or find a new home, particularly if one is better suited to their changing needs.

Such a scenario fueled one Square Cafe and Nobu's move. Both restaurants noted that their new locations will be larger, affording them opportunities to expand their businesses, particularly by hosting private events.

"The only way we can stay the game is in a place where we can do a bigger volume," said Drew Nisenson, a

veteran New York restaurateur and part-owner of Nobu's location in the city.

According to restaurateurs, in a city with as dynamic a dining scene as New York, it is crucial for even the most successful firm.

A move represents "an opportunity to generate interest all over again."

Still, industry experts caution that moves are fraught with risks, from the costs and delays involved—Mr. Nisenson said the Nobu relocation was running "several million dollars"—to the challenges of trying to woo established customers to new spaces.

Atlanta, a Portuguese restaurant that moved in 2011 from the West Village to East Midtown, learned the hard way. It struggled to convince

regulars to head north and ultimately was forced to close in 2012.

"People have these emotional strings attached to a very particular location," said Tarciso Costa, one of Atlanta's owners.

Restaurateurs get attached to their locations too. As evidenced by Mr. Bruno is about the new Sistrina, he admitted it was painful to leave the old location a few weeks ago, so much so that he resisted throwing a farewell party. "It was too sad for me," he said. "I couldn't be there."



NYT Food @nytfod 4h  
@CreamlineNYC will give away fried Oreos and hot chocolate on Wednesday and Thursday nyti.ms/2jsKm24



Photo Enquirer for The New York Times

## DAILY NEWS

### Meatpacking District gets meatier

and cold small plates like edamame toppers, sushi and sashimi platters, ceviche and tempura.

Fuel up with good-for-you fast food. Quick and healthy is the concept behind ReViver, which has opened its second location in the Flatiron District (303 Park Ave. South). The menu was developed by nutritionist Monica Ritznap and chef Scott Leibfried, and comprises hits like maki sushi, Carolina chicken and a steak and egg salad.

Another fast food eatery, **Wok CH**, has opened, serving Asian stir fry and fresh dim sum in Midtown (918 Third Ave.). Eaters create their own made-to-order bowls by choosing a protein (pork, chicken, beef, shrimp or tofu);



saucy like BBQ black bean and ginger-sesame, veggies and a base (brown rice, quinoa or egg noodles). Just for this week, the 15-seat restaurant will offer \$5 bowls from 11 a.m. until 2 p.m., Monday through Wednesday. All proceeds from this limited-time special will benefit the Food Bank for New York City.

**Happening this week** ... "Iron Chef" Geoffrey Zakarian will chew the fat with actors Neil Patrick Harris and David Burks for his "Food Talk" series at the 50nd St. Y on Monday. He'll dish on the starry couple's favorite eats and drinks. Tickets start at \$45 at 92.org.

**Try it ...** Eat around the world without leaving home. That's the concept of Try the World!, a gourmet food subscription that delivers a box full of products, ingredients and easy-to-follow recipes from

different destinations each month to your doorstep. October's box will feature products from eight countries, including dulce de leche from Argentina; kofta "ground meat" rub from Morocco; extra-virgin olive oil from Greece; and assorted mustards from Germany. \$39 per box at trytheworld.com

There's a new cocktail-in-a-can. **Slow & Low** sells an 84-proof Rock and Rye cocktail in a convenient container. The high-quality booze combines aged straight rye whiskey, navel oranges, raw honey, bitters and a small dose of rock candy. The result is a robust, yet balanced flavor that's not too sweet. \$2.99; www.drinkslowandlow.com.



## What We've Heard

---

“We are so utterly grateful to Bullfrog + Baum for doing such a fabulous job of putting the word out there for us in such an effective manner. The LEAP program is amazing. If we go with a PR firm, Bullfrog + Baum would be our first choice, have no doubt.”

— **Anita Jaisinghani / Chef + Owner, Pondicheri**

“We’ve had 3 wonderful experiences with LEAP – and each time the program has continued to evolve as our target audiences require more tactful ways of gaining their attention. It has become an integral part of our marketing strategy – I couldn’t imagine opening a new location without it! The B+B team is professional & personable. All around a great tool for any restaurateur.”

— **Helah Kehati / Restaurateur, JPO Concepts, Inc. (Annabel, Sidewalk Café, Mark Burger)**

“Bullfrog + Baum’s LEAP program was recommended to me days before we opened our second location. You may think that’s way too late to implement an effective program, but they did it and killed it! The results were immediate and, most importantly, highly relevant. Without a doubt, some of the best money I’ve ever spent. They’re incredibly professional, organized, responsive and just plain fun to work with.

I sat back and watched the press roll in!”

— **Michelle Gauthier / Founder, Mulberry & Vine**

“Bullfrog + Baum has been a fantastic partner. They push the envelope to build bridges with both digital and traditional media,

which generates interesting and relevant press for us. They are smart and they GET IT. We are lucky to have them as a partner and I would recommend the LEAP program as a great introduction for anyone who wants to try them out to see how effective they can be.”

— **Karl Williams, Owner + Mixologist, Solomon & Kuff**

“On my latest project at Crave Fishbar (UWS), we opened faster than originally planned. The LEAP program at B+B gave me the flexibility to put together a dynamic opening press campaign, while at the same time I was able to focus on immediate needs of getting the restaurant up and running. Not only did the program get us great opening press but it also shined a light on our original location 4 years later!”

— **Brian Owens / Owner, Crave Fishbar**

LEAP was the ideal PR program for the opening of Dos Toros in Williamsburg. We had a limited budget and couldn’t afford an open ended engagement – LEAP was a great way to make as much noise as possible!”

— **Leo Kremer / Co-CEO, Dos Toros**

## We've Been Awarded...

---



# Take the LEAP with us...

For more information call 212.255.6717  
or email [leap@bullfrogandbaum.com](mailto:leap@bullfrogandbaum.com)

**BULLFROG + BAUM**

56 W 22nd Street, 3rd Fl  
New York, NY 10010  
t 212.255.6717

[bullfrogandbaum.com](http://bullfrogandbaum.com)