

Breslow Partners
Status Report
10 Tavern

March 2017

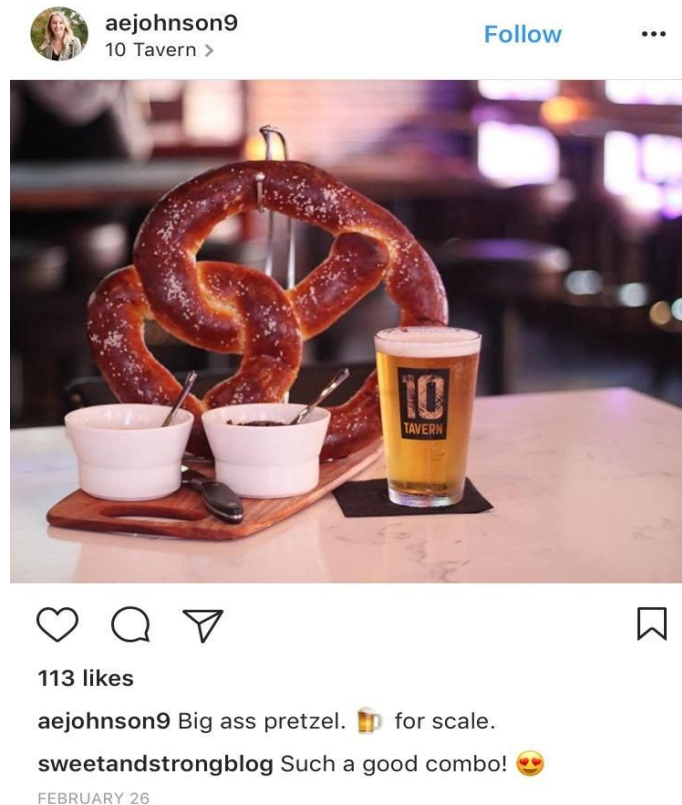
This status report serves as a running account of client activity as it relates to the plan agreed and approved by Breslow Partners and 10 Tavern, with provisions for media placed above and beyond the plan stated.

Current Publicity

Bloggers and Instagrammers

The following bloggers and Instagrammers have visited 10 Tavern and shared their experience with their followers:

- Annie Johnson, the social media coordinator of **@bitcheswhobrunch**, visited 10 Tavern on Monday, February 20. She posted the following photo to her personal account, **@aejohnson9**, which has 975 followers:



- **@dcfoodtsers** visited 10 Tavern on Wednesday, March 1. **@dcfoodsters** is a popular Instagram account with over 21k followers. Ali, the owner of the account, shared the following Boomerang video with her followers:



- **@thehungrytruffle** visited 10 Tavern on Wednesday, March 1 with a group of 3 friends. **@thehungrytruffle** is a popular Instagram account with over 16k followers. Laura, the owner of the account, absolutely loved the food and said her and her friends had a great time. She shared the following photo with her followers:



- **@district_foodie** dined at 10 Tavern on Thursday, March 2 with a group of 8 friends. **@district_foodie** is a popular Instagram account with over 11k followers. Jourdi, the owner of the account, loved the food and would like to be made aware of any future events 10 Tavern might have. She shared the following photo and Boomerang video with her followers:





district_foodie

10 Tavern >

...



Liked by **districteats**, **dccheapeats** and 125 others

district_foodie Who even knew buffalo chicken wing soup was a thing? @10tavern

- **@dcdining** visited 10 Tavern on Tuesday, March 14 with a group of 3 friends. The group loved the food and the atmosphere and said they would definitely be back back again. **@dcdining** is a popular Instagram account with over 66k followers, they posted the following photos to their account:



dcdining

10 Tavern >

...



688 likes

dcdining Buffalo chicken wings and ranch #dcdining #smakful #districteats



Liked by [thehungrytruffle](#), [nycfoodfomo](#) and 953 others

[dcdining](#) Giant Bavarian Pretzel served with beer cheese and bacon onion jam [#dcdining](#) [#districteats](#) [#smakful](#)

- **@jzeats**, a popular Instagram account with over 5,000 followers, visited 10 Tavern on March 18 and shared the following photo with their followers:



Liked by [cy_eats](#), [tastingtable](#) and 182 others

[jzeats](#) Curing a St. Party's day hangover...don't stop drinking 🍀
[#JZeats](#)

- **Bitches Who Brunch**, a popular food blog, wrote a review about their recent visit to 10 Tavern. The post was very positive and included many photos from the visit.
<http://bitcheswhobrunch.com/preview-10-tavern/>



The following bloggers and Instagrammers are still interested in coming in to dine at 10 Tavern:

- @thehungrylobbyist is interested in tasting 10 Tavern. We are working on scheduling a visit.
- @dsitrictdining is interested in tasting 10 Tavern. We are working on scheduling a visit.
- @burgerdays is interested in trying out 10 Tavern. We are working on scheduling a visit.
- @eatthecapital is interested in tasting 10 Tavern. We are working on scheduling a visit.
- @dcfoodporn is interesting in tasting 10 Tavern on Wednesday, March 29. We are waiting to confirm.

St. Patrick's Day

We shared 10 Tavern's St. Patrick's Day specials with the following publications:

- CBS-DC
- The Daily Progress
- Eventful Washington, D.C.
- Capital Gazette
- The Baltimore Sun

The following publications shared 10 Tavern's St. Patrick's Day specials with their followers:

- **The Baltimore Sun** added 10 Tavern's St. Patrick's Day specials to their events calendar.

<http://events.baltimoresun.com/events/celebrate-st-patricks-day-at-10-tavern-1-washington-20170317-event>

- **The Capital Gazette** included 10 Tavern's St. Patrick's Day specials on their events calendar.
<http://events.capitalgazette.com/events/celebrate-st-patricks-day-at-10-tavern-1-washington-20170316-event>
- **CBS-DC** added 10 Tavern's St. Patrick's Day specials to their events page.
<http://events.washington.cbslocal.com/washington/events/celebrate-st-patricks-day-10-tavern-/E0-001-101176991-2>
- **The Daily Progress** shared 10 Tavern's St. Patrick's Day specials with their followers on their events page.
http://www.dailyprogress.com/calendar/food/celebrate-st-patrick-s-day-at-tavern/event_cbf128a4-08f7-11e7-a158-5cb9017beffb.html
- **Eventful, Washington D.C.** added 10 Tavern's St. Patrick's Day specials to their events page.
<http://washingtondc.eventful.com/events/celebrate-st-patricks-day-10-tavern-/E0-001-101176991-2>

Publicity follow up

We've spoken to a number of reporters who are interested in a story on 10 Tavern but we haven't found the perfect story just yet. Some examples are below:

- We have spoken with Poet Taylor from the ABC affiliate in DC. We pitched her on a Sauce Story since March is National Sauce month and we have lots of great home-made sauces at the restaurant. She didn't want sauce but wanted to do a story on the restaurant.
- We switched gears with Poet and pitched her on a story for Friday, April 7, National Beer Day. We told her we could showcase all the incredible food that we have that goes great with beer like... wings, pizza, burgers, the chicken wing soup, mussels and more... She got hung up on the Giant Pretzel and wanted to know if it was home-made. Instead of just telling Poet no, we thought we'd get back to her with other home made suggestions. We are still waiting on confirmation from the chef with the list of home made menu items

Please Note: Breslow Partners reads many publications each month. For your convenience, we inform you about all articles we find pertaining to you or your company, even if we are not directly responsible for placing the article in the publication.