

Breslow Partners

Status Report

10 Tavern

February 2017 (January 20-February 23)

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.

Publicity

Happy Hour

We shared 10 Tavern's opening and happy hour specials with the following publications:

- CBS-DC
- Danville Register & Bee
- The Daily Progress
- DC Patch
- DC Event Guide
- Eventful DC
- Fairfax Times
- Fort Washington WUSA9
- Washington Blade
- Do This
- Washington Life
- SpinGo
- Insidenova
- Northern Virginia Magazine
- Capital Gazette
- Baltimore City Paper
- Baltimore Sun
- Joe Yonan, Washington Post
- Becky Krystal, Washington Post
- Dave McIntyre, Washington Post
- Laura Hayes, Washington City Paper
- Caroline Jones, Washington City Paper
- David Eldridge, Washington Times
- Jessica Chasmar, Washington Times
- Christopher Dolan, Washington Times

- Judith Beermann, Georgetown Dish
- Doug Rule, Metro Weekly
- Seneca Chandez, D.C. Spotlight
- Whitney Filloon, Eater D.C.
- Stephanie Corelli, Bitches Who Brunch
- Tess Palladino, Bitches Who Brunch
- Jessica Sideman, Washingtonian
- ABC7 Washington
- FOX-5 DC
- Zagat DC

The following publications posted about 10 Tavern's happy hour specials:

- **CBS DC** posted about 10 Tavern's happy hour specials on their events page.
<http://events.washington.cbslocal.com/washington/events/happy-hour-specials-10-ta-/E0-001-099961933-6@2017020100>
- **The Daily Progress** added 10 Tavern's happy hour specials to their events page.
http://www.dailyprogress.com/calendar/happy-hour-specials-at-tavern/event_a838a0f8-e8a5-11e6-9b72-5cb9017bb5bf.html
- **Eventful Washington, D.C.** posted about 10 Tavern's happy hour specials on their events page.
<http://washingtondc.eventful.com/events/happy-hour-specials-10-ta-/E0-001-099961933-6@2017020100>
- **The Capital Gazette** posted about 10 Tavern's happy hour specials on their events page.
<http://events.capitalgazette.com/events/happy-hour-specials-at-10-tavern-20170202-event>
- **The Baltimore Sun** posted about 10 Tavern's happy hour specials on their event page.
<http://events.baltimoresun.com/events/happy-hour-specials-at-10-tavern-washington-20170201-event>

Other Publicity

- **Washington Business Journal** published an article about 10 Tavern's opening and its plans to open Street Karts.
<http://www.bizjournals.com/washington/news/2017/02/08/coming-soon-to-chinatown-area-fast-casual-asian.html>

Bloggers and Instagrammers

We have invited a number of instagrammers in to sample 10 Tavern. We selected a date of Thursday, February 23 to host a big group. Most of them are unavailable on that date but instead are interested in coming one on one.

- @bitcheswhobrunch is scheduled to dine on Monday, February 20.
- @district_dining is scheduled to dine on Thursday, March 2.
- @DCfoodsters is unable to come on February 23 but would like to schedule a visit for another day.
- @Burgerdays is unable to come on February 23 but would like to schedule a visit for another day.
- @thehungrytruffle is also unable to come on February 23 but would like to schedule a visit for another day.
- @eatthecapital is also unable to come on February 23 but would like to schedule a visit for another day.
- @district_dining is is also unable to come on February 23 but would like to schedule a visit for another day.
- @dceatss, popular Instagrammer with over 47,000 followers, visited 10 Tavern on February 23 and posted the the following photo their Instagram:



Photo



dceatss
10 Tavern >



Liked by **gorms_** and **520 others**

dceatss We were treated right last night ❤️

Huge thanks to everyone at 10 Tavern!

#dceatss 📍 : Washington, D.C.

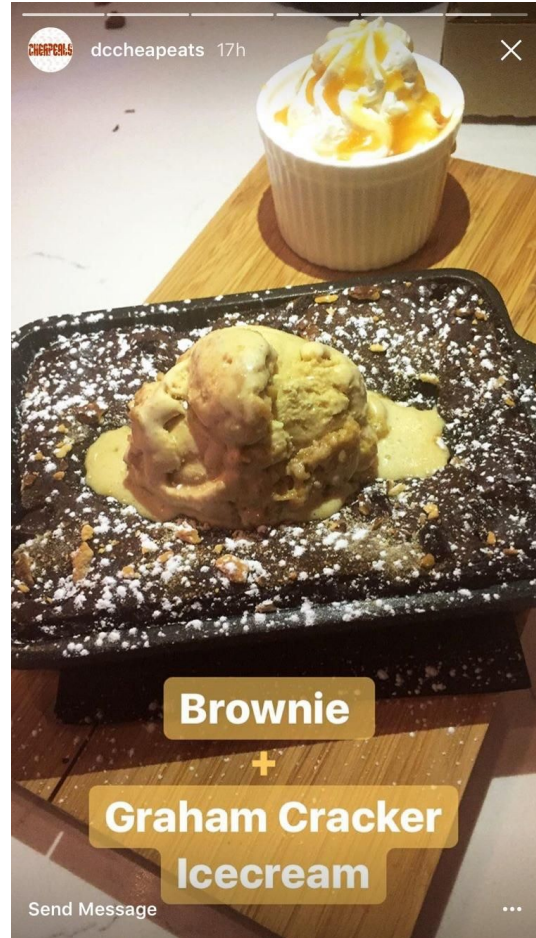
[View all 2 comments](#)

5 DAYS AGO



- **@DCcheapeats**, popular Instagrammer with over 7,000 followers, visited 10 Tavern on February 23 and posted the following photos their Instagram including their instagram story:





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.