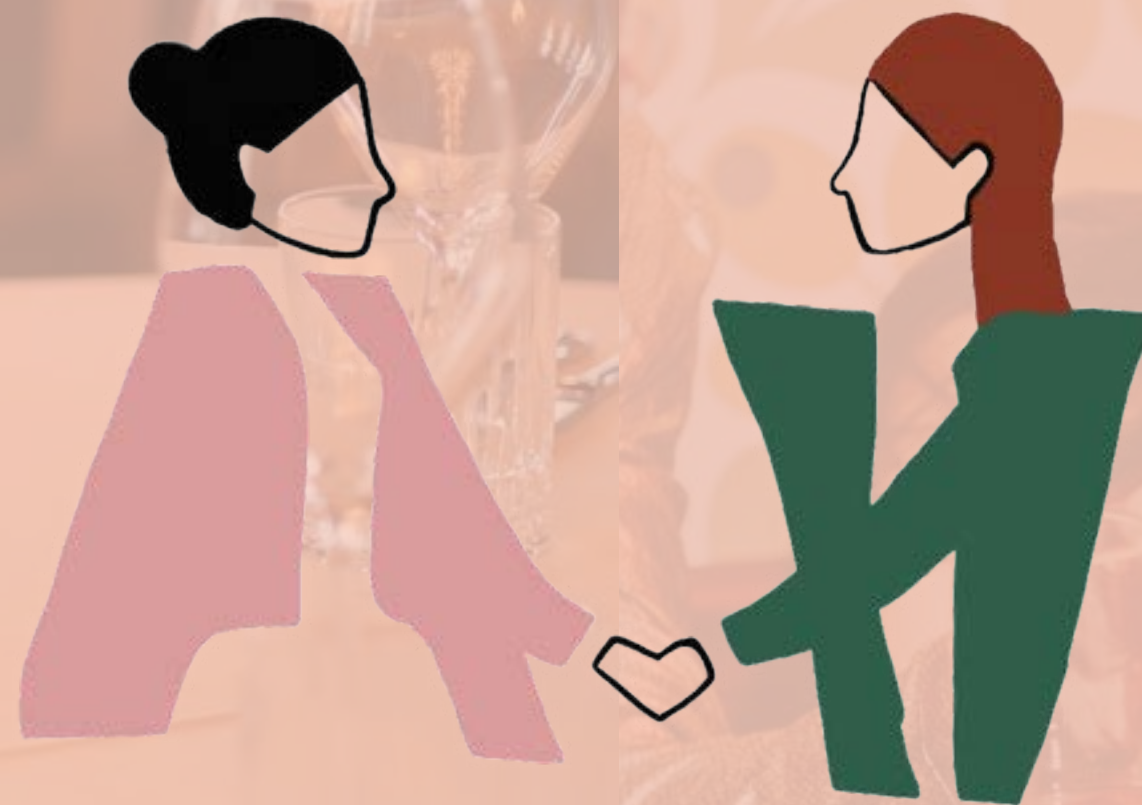




[(Ad)]VENTURE PR

*CREATING A MORE VIBRANT WORLD,
ONE VENTURE AT A TIME*





Bake & Bev

where art meets appetite

Meet the Team



Gabby Piccirilli
PRESIDENT & CEO



Katie Tuberosa
VICE PRESIDENT & COO



Katie Claeson
DIRECTOR OF
STRATEGIC
COMMUNICATIONS



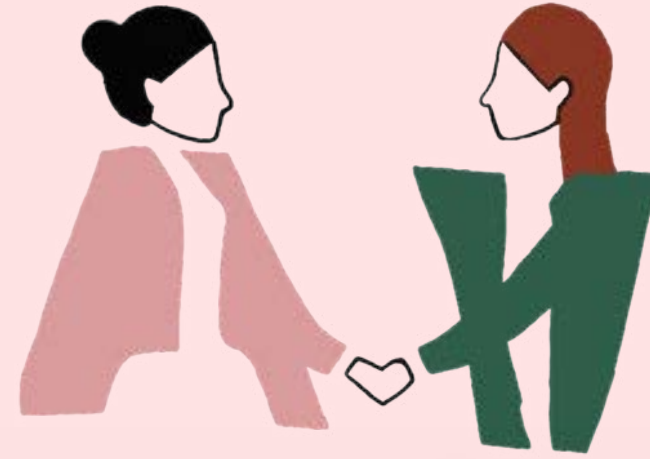
Grace Hyland
DIRECTOR OF
MEDIA RELATIONS



About Our Agency

(Ad)Venture PR is a woman-owned public relations firm in New York City, specializing in travel, hospitality, and leisure with a special emphasis on collaborating with other women-owned businesses.



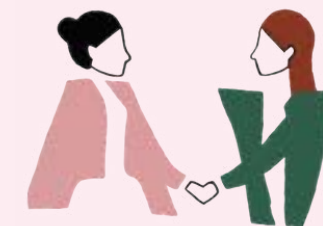


Our Mission



At (Ad)Venture PR, we hope to create a more vibrant world one venture at a time.

IMMERSIVE DINING
DESIGN
CONNECTION
MOCKTAILS
COMMUNITY
COCKTAILS
INCLUSIVITY
DESSERTS
SUSTAINABILITY
BAKE & BEV
PERSONALIZATION
HEALTH-CONSCIOUSNESS





Situation Analysis

Research



1.

**WHAT DO CONSUMERS LOOK FOR
WHEN SELECTING A DINING
EXPERIENCE?**



2.

**HOW DOES ALCOHOL INFLUENCE
HEALTH, CULTURE, AND THE
RESTAURANT INDUSTRY?**

3.

**HOW SIGNIFICANT IS FOOD WASTE IN
THE RESTAURANT INDUSTRY AND
HOW CAN IT BE IMPROVED?**



4.

**HOW SIGNIFICANT IS THE DEMAND
FOR EXPERIENTIAL DESSERT-ONLY
SPACES?**



Key Issues



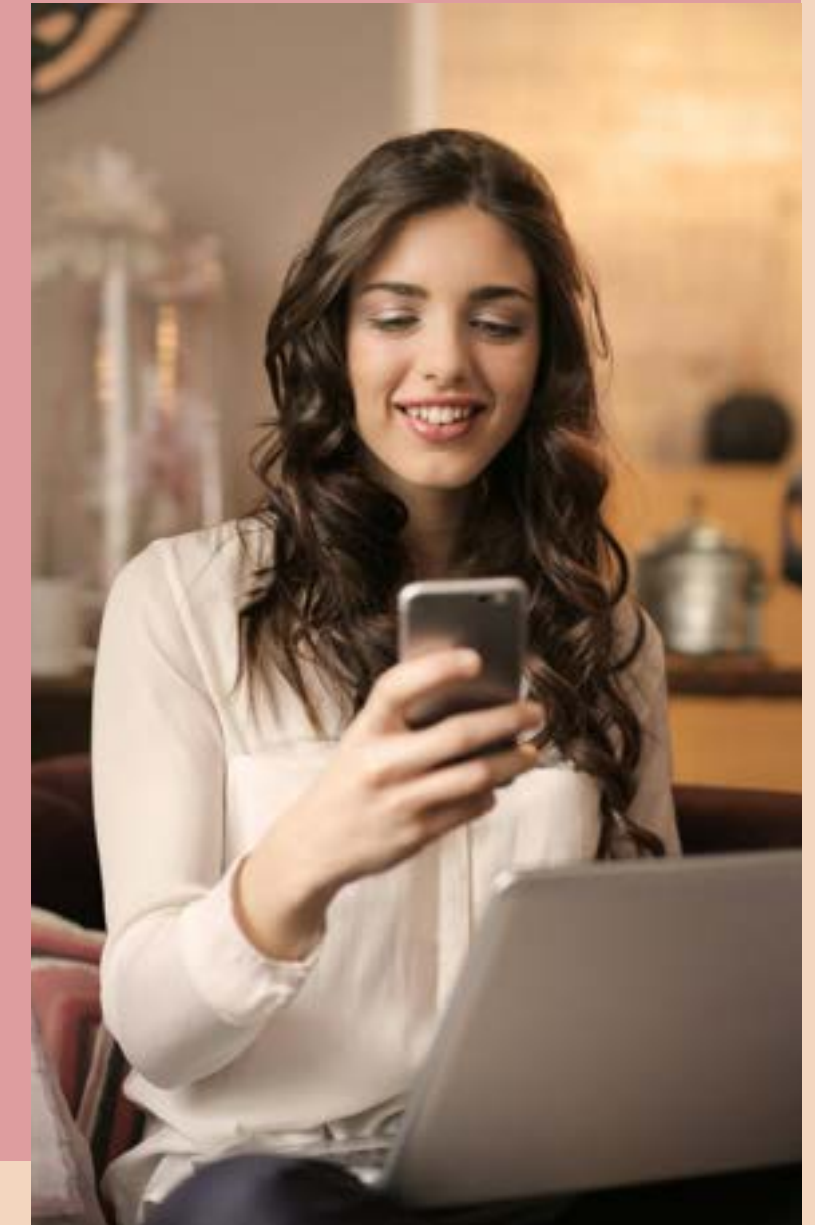
Gaining brand recognition and awareness as a new, never-seen-before company.



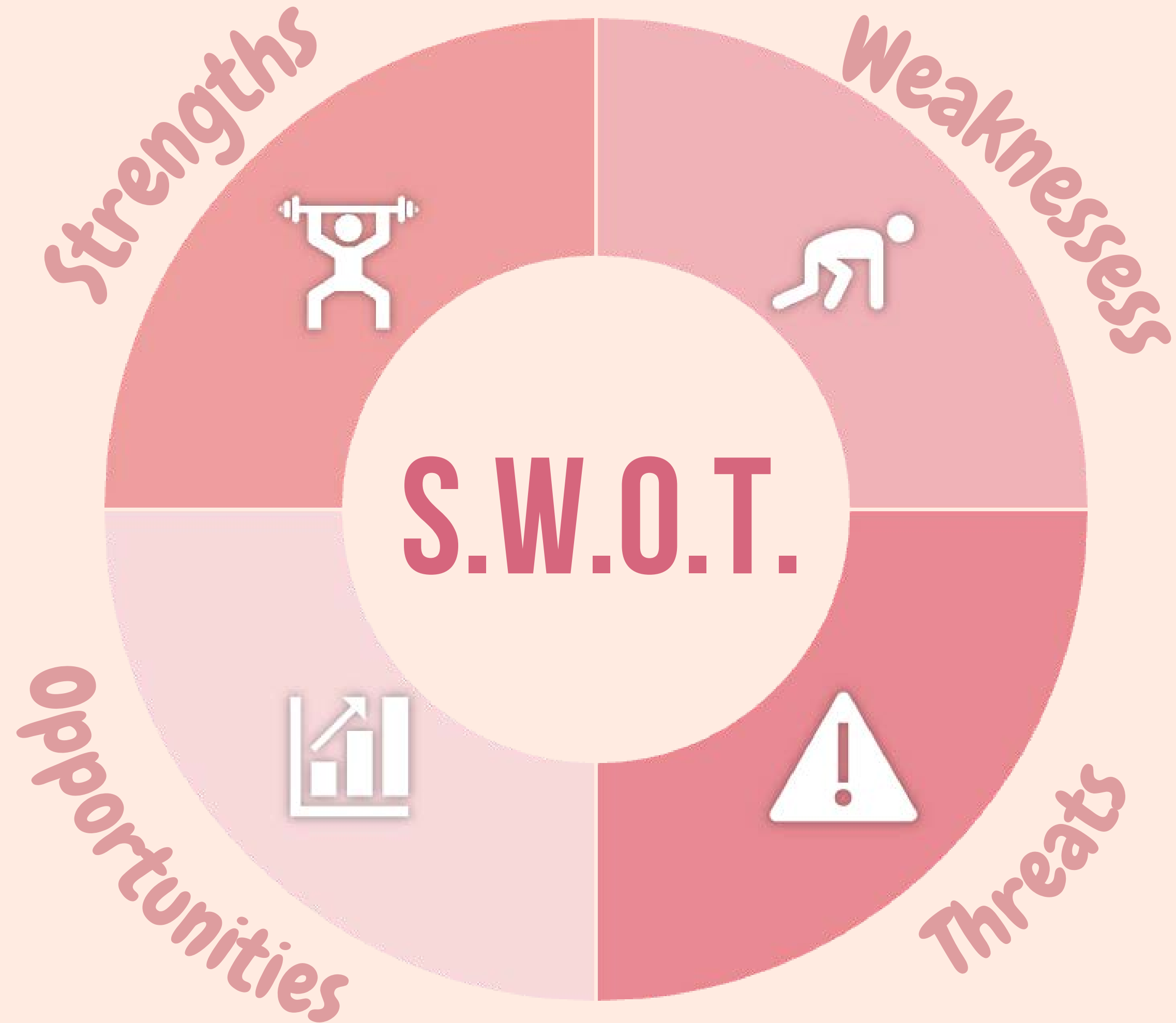
Addressing food waste issues in the restaurant industry.



Competition with other niche dining experiences.

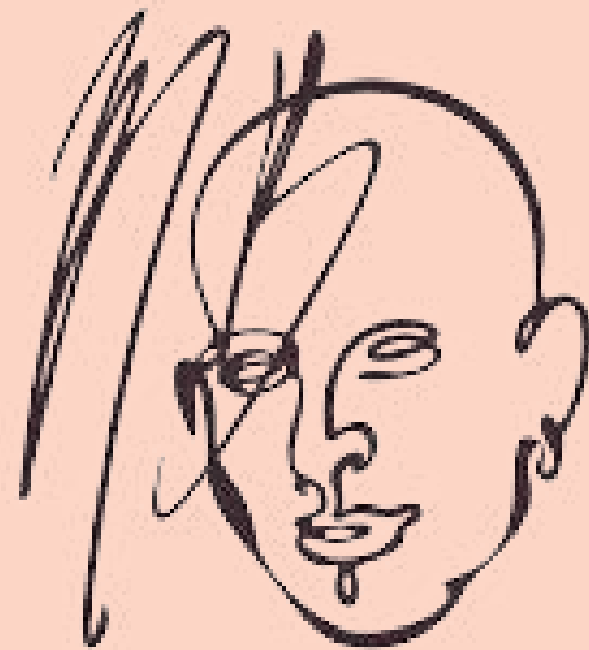


Tracking and maintaining a positive online presence through owned and earned media.





Competitor Analysis



MAX BRENNER



milk

Sarah, 21 y.o.,
Birthday Girl

CELEBRATING A SPECIAL SOMEONE





*Claire, 29 y.o.,
New Mom*

EVERYONE HAS A SEAT AT THESE TABLES



*Ashleigh, 58 y.o.,
Baker - to - Be*

FREE TIME AND A CRAFTY HEART





*Kevin, 34 y.o. &
Julia, 33 y.o., Loving Couple*
AN EXPERIENCE MEANT TO BE SHARED

Plan Goal:



TO ESTABLISH BAKE&BEV AS A RENOWNED DINING
EXPERIENCE IN NEW YORK CITY



Treat Yourself



Build Connections



Practice Mindfulness



Objective #1

TO BUILD BAKE&BEV'S BRAND LOYALTY AMONG
CURRENT AND PROSPECTIVE PATRONS





Strategy 1.1:

TAILOR THE DINING EXPERIENCE TO EACH INDIVIDUAL PARTY

Tactic 1.1.1.

Establish a website where guests are recommended to create a personalized account

Tactic 1.1.2.

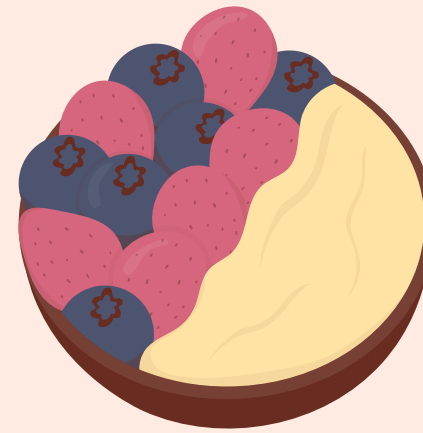
Disseminate a welcome survey before the first dining experience to learn more about the guests

Tactic 1.1.3.

Customize the menu, table, and decorations based on guests' preferences

Tactic 1.1.4.

Collect customer analytics from account engagement and feedback when updating the monthly menu



Strategy 1.2:

CREATE A PREMIER RESTAURANT CULTURE

Tactic 1.2.1:

Collaborate with outside businesses to create immersive dining experiences spanning beyond the location

Tactic 1.2.5:

Unlock premier merchandise after reaching a specific number of visits

Tactic 1.2.2:

Formulate virtual networking communities based on different milestone celebrations

Tactic 1.2.3:

Host invite-only events for loyalty program members

Tactic 1.2.4:

Receive free treats based on different milestones



Strategy 1.3:

ENCOURAGE BAKE&BEV BUZZ AMONG GUESTS

Tactic 1.3.1.

Utilize the hashtag #NYCBB for pastry rewards & post user-generated content

Tactic 1.3.5.

Create “Bake&Bev & Buzz,” a collaboration with regular customers to facilitate takeovers and live q&as

Tactic 1.3.2.

Complete social media challenges during the experience for dining discounts

Tactic 1.3.3.

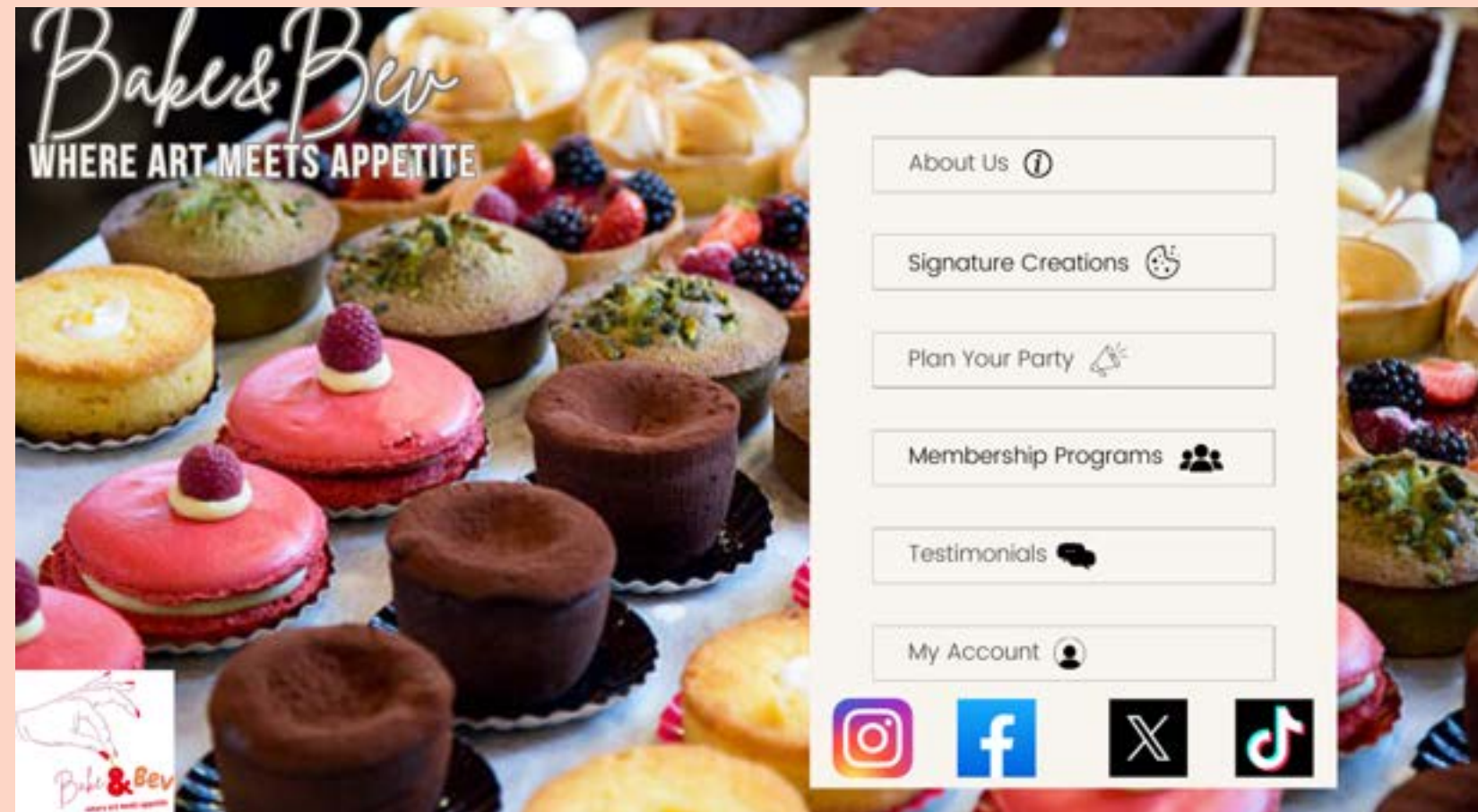
Establish referral programs for various occasions to receive exclusive B&B items

Tactic 1.3.4.

Capitalize on the previously-established loyalty program with pastry rewards

Objective #1

DELIVERABLES



Objective #1

DELIVERABLES



Objective #1

DELIVERABLES



MEDIA ALERT FOR IMMEDIATE RELEASE

CONTACT
KATIE TUBEROSA
610-308-3758
ktuberosa@bakeandbev.com

BOARD BAKE&BEV'S SWEET RIDE TO RING IN THE NEW YEAR

NEW YORK, NY — With the New Year quickly approaching, Bake&Bev is embracing a fresh makeover with the help of Cachet Luxury Transportation. The Bake&Bev Party Bus will keep the New Year's celebration going outside dessert decorating while providing diners with great music, exceptional food and drink, and memories that will last a lifetime.

Bake&Bev's new ride will debut on New Year's Eve, marking the official launch of the party bus that will be used for events in 2025 and beyond.

- WHO:** Customers of Bake&Bev and Cachet Luxury Transportation and New York City locals looking to celebrate.
- WHAT:** A collaboration between Bake&Bev and Cachet Luxury Transportation to keep the festivities going outside of the establishment.
- WHERE:** Bake&Bev, 322 W Broadway, New York, NY.
- WHEN:** Tuesday, December 31 from 5pm-1am and Thursdays-Sundays from 5pm-1am beginning in 2025.
- WHY:** To provide Bake&Bev customers with new experiences, eliminate the stress of having to arrange transportation for an evening out, and promote the importance of celebrating and consuming alcohol responsibly.

Olivia Logan and Piper Reilly, the Founders of Bake&Bev, will be available throughout the event for interviews.

For more information, contact Katie Tuberosa, Vice President of (Ad)Venture PR.

Bake&Bev is a premier experiential dessert destination located in Soho, New York. Specializing in a wide selection of healthy, fully customizable desserts, Bake&Bev offers a unique culinary experience where guests can decorate treats over beverages and with loved ones. The restaurant features a full cocktail and mocktail bar, creating a space where indulgence, nutrition, and inclusion come together. Whether you're celebrating, hosting an event, or seeking a high-end dining experience, Bake&Bev offers a welcoming space for all. Bake&Bev — Where Art Meets Appetite.

###

Objective #1
DELIVERABLES



Objective #1

DELIVERABLES





Objective #1

TO PROMOTE BAKE&BEV AS A BRAND THAT PRIORITIZES
PHYSICAL AND MENTAL WELL-BEING WITHOUT
COMPROMISING TASTE OR ENJOYMENT





Strategy 2.1:

LEVERAGE THE UNIQUE FULL-SERVICE MOCKTAIL BAR TO
PROMOTE AN INCLUSIVE ENVIRONMENT FOR NON-DRINKERS

Tactic 2.1.1.

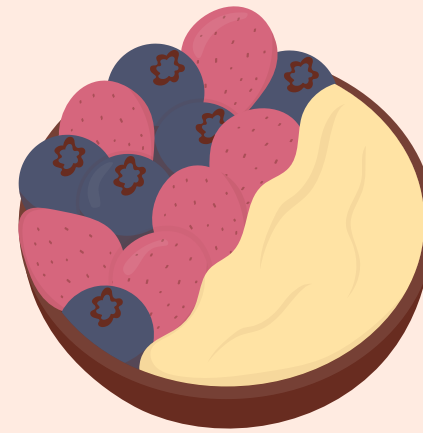
Obtain mentions in
mommy blogs and
motherhood
magazines (i.e. Scary
Mommy)

Tactic 2.1.2.

Collaborate with sober
influencers
(i.e. Meg Fee,
@youdonthavetodrink)

Tactic 2.1.3.

Highlight a cocktail
and complementary
mocktail - a 'Bev Pair'
- weekly on social
media



Strategy 2.2:

COMMUNICATE BAKE&BEV AS A DESTINATION FOR HEALTH-CONSCIOUS INDULGENCE

Tactic 2.2.1.

Host a “healthy hour” series featuring health-focused guest speakers who discuss finding a healthy balance between indulgence & nutritious eating and drinking

Tactic 2.2.2.

Showcase a dessert weekly on social media - a ‘Balanced Bake’ - providing transparent details about its healthy ingredients to emphasize commitment to healthy options

Tactic 2.2.3.

Create a menu key for items that fit special diet needs, such as diabetes-friendly, gluten-free, keto-diet-friendly, etc



Strategy 2.3:

EMERGE AS A LEADING ADVOCATE FOR SUSTAINABILITY AND HEALTH-CONSCIOUS PRACTICES IN THE RESTAURANT INDUSTRY

Tactic 2.3.1:

Create a press release highlighting the end-of-the-night pastry discount to limit food waste

Tactic 2.3.2:

Join sustainability certification programs (i.e. B Corp, Green Restaurant Association) and publicize certifications in the restaurant

Tactic 2.3.3:

Establish a partnership with the food-saving app, Too Good to Go, to maintain a zero-food waste policy and publicize this partnership

Objective #1 DELIVERABLES





cheers to Healthy Hour

Thursdays, 5–6pm

50% all cocktails
& mocktails



*Looking for ways to indulge
without compromising your
health?*

*Curious about how to balance
nutritious eating & drinking with
your favorite treats?*

Join us for our *Healthy Hour* series, where
we'll explore the art of finding harmony
between enjoying life's pleasures and
making health-conscious choices.

Learn from health-focused experts as they
share tips and insights on maintaining a
healthy lifestyle without sacrificing flavor.

*This Week:
featuring
guest speaker
nutritionist, Dr.
Maya Brooks!*



PRESS RELEASE FOR IMMEDIATE RELEASE



CONTACT:
Gabby Piccirilli
555-555-5555
gpicciri@bakeandbev.org

BUILDING A BETTER COMMUNITY, ONE DESSERT AT A TIME: BAKE&BEV LAUNCHES ZERO-FOOD WASTE INITIATIVE

Bake&Bev Launches Discounted Pastry Program and 'Too Good to Go' Partnership to Minimize Food Waste

NEW YORK, NY — Bake&Bev, SoHo's newest destination for healthy, customizable desserts and an inclusive cocktail and mocktail experience, is excited to announce a new initiative to reduce food waste. In alignment with its mission to promote healthy experiential dining, sustainability, and community connection, Bake&Bev is proud to implement a zero-food waste policy by offering an end-of-the-night discount on pastries and partnering with the innovative food-saving app, *Too Good To Go*.

To minimize food waste while continuing to deliver delicious and health-conscious dessert options, Bake&Bev will now provide a special end-of-the-night pastry discount. Guests can enjoy the same high-quality, freshly made desserts with a reduced price tag in the final hours of operation, encouraging the community to take part in food-saving efforts and indulge in a responsible way.

As part of the zero-food waste initiative, Bake&Bev has partnered with *Too Good To Go*, the world's largest food-saving app, allowing customers to purchase delicious, unsold food at a discounted price. By using the app, Bake&Bev is making it easier for dessert lovers and eco-conscious consumers to access high-quality pastries and treats at a reasonable price, ensuring that no dessert goes to waste.

"Bake&Bev is more than just a dessert bar—it's a place where community, sustainability, and culinary artistry come together," said Grace Hyland, Director of Media Relations at Bake&Bev. "Our zero-food waste initiative is a reflection of our commitment to sustainability and creating a positive impact in our community. We're excited to partner with *Too Good To Go* and invite our customers to be part of this meaningful movement."

Bake&Bev is a premier experiential dessert destination located in Soho, New York. Specializing in a wide selection of healthy, fully customizable desserts Bake&Bev offers a unique culinary experience where guests can decorate treats over beverages and beside loved ones. The restaurant features a full cocktail and mocktail bar, creating a space where indulgence, nutrition, and inclusion come together. Whether you're celebrating, hosting an event, or seeking a high-end dining experience, Bake&Bev offers a welcoming space for all. Bake&Bev — Where Art Meets Appetite.

###



Objective #1 DELIVERABLES



Objective #3

TO ESTABLISH BAKE & BEV AS A PLACE THAT ENABLES
SELF-EXPRESSION AND CREATIVITY





Strategy 3.1:

HELP INTERESTED CUSTOMERS BECOME BETTER BAKERS

Tactic 3.1.1.

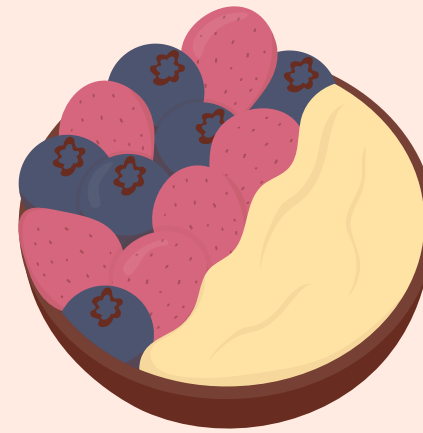
**Provide Recipe of
the month
pamphlets**

Tactic 3.1.2.

**Host instructor
nights**

Tactic 3.1.3.

**Offer a discounted
pastry at the end of
the night to
continue practicing
at home**



Strategy 3.2:

ENABLE CUSTOMIZATION

Tactic 3.2.1.

Offer “Free Choice Kits”

Tactic 3.2.2.

**Offer a “Create your own” menu option
(choose pastry, icing, toppings, flavors)**

Tactic 3.2.3.

Present a Full mocktail and cocktail bar that caters to all tastes

Tactic 3.3.1.

Promote a
yearly
membership
program



Strategy 3.3:

CREATE AN INCLUSIVE AND
CREATIVE COMMUNITY

Tactic 3.3.6

Hold themed
events with
matching
decor

Tactic 3.3.2.

Offer a loyalty
program with
pastry rewards

Tactic 3.3.5.

Host creative
competitions

Tactic 3.3.3.

Share a social
media customer
creation
spotlight

Tactic 3.3.4.

Display a
'Customer
Creation
Photo Wall'



Objective #3

DELIVERABLES



RECIPE OF THE MONTH

Strawberry Short Cake



INGREDIENTS

Cake:

2½ cups all purpose flour, spooned and leveled
3 teaspoons baking powder
½ teaspoon salt
1¾ cups granulated sugar
½ cup vegetable or canola oil
2 large eggs, room temperature
2 large egg whites, room temperature
2½ teaspoons pure vanilla extract
½ teaspoon almond extract , optional, but highly recommended
⅔ cup sour cream
¾ cup milk , preferably whole or 2%, room temperature

Filling:

3 cups sliced or diced fresh strawberries , divided
2 tablespoons strawberry jam
additional whole strawberries , for garnish, optional

Frosting:

8 ounces cream cheese , softened to cool room temp
1 cup powdered sugar
¾ teaspoon vanilla extract
2¾ cups heavy whipping cream , really cold, straight from the fridge

STEPS

Preheat your oven to 350°F.

In a medium bowl, whisk flour, baking powder, and salt until combined. Beat sugar, oil, eggs, egg whites, and extracts until combined. Add the sour cream and beat until combined. Add half of the flour mixture, beating until combined. While still beating, slowly add milk, then the remaining flour mixture. Make sure to avoid overmixing.

Line three 8-inch cake pans with parchment paper and grease the pans. Evenly divide the batter. Tap/gently drop the pans on the countertop a couple times to remove any air bubbles.

Bake for 18-22 minutes. Place the pans on a rack to cool completely.

Filling:

Combine the strawberries and jam and set aside (these will be used for the filling and topping). You'll need about 3 cups total.

Frosting:

Beat the cream cheese, powdered sugar, and vanilla extract in a large mixing bowl on medium speed until smooth. While the mixer is still whipping, slowly pour the heavy cream down the side of the bowl. Increase the speed to high and continue whipping until the cream can hold a stiff peak.

Assembly:

Place one layer of cake on a platter. Top with one-third of the frosting, then top with about 1¼ cups of strawberries. Place another layer of cake on top and repeat. For the third/top of layer of cake, top with remaining whipped cream frosting, then place the remaining strawberries in the center. Decorate the outside with whole strawberries. Enjoy!

SHARE YOUR CREATION AND TAG US!

@BAKE&BEV



Objective #3

DELIVERABLES



Objective #4

TO CULTIVATE BAKE&BEV AS A THRIVING SOCIAL HUB THAT
BUILDS AND STRENGTHENS RELATIONSHIPS





Strategy 4.1:

ESTABLISH BAKE&BEV AS A POPULAR DATE NIGHT SPOT

Tactic 4.1.1.

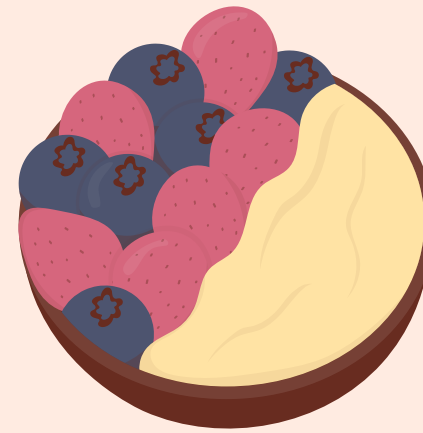
**Host Monthly
Couples Nights**

Tactic 4.1.2.

**Pitch Conde Nast
Traveller to include
Bake&Bev for an article
about the best date
night spots in NYC**

Tactic 4.1.3.

**Curate a special
date night menu
for dining
couples**



Strategy 4.2:

CREATE A STRONG SOCIAL PRESENCE THAT CURATES
CONSUMER CONNECTIONS

Tactic 4.2.1.

Create a hashtag campaign where customers can share photos of their desserts and drinks to get \$1 off the next time they visit

Tactic 4.2.2.

Collaborate with influencers (i.e. @theviplist) to review and Partner with Bake&Bev

Tactic 4.2.3.

Launch Party with influencers before we open to the public to create buzz and desire to attend Bake&Bev



Strategy 4.3:

PARTAKE IN LOCAL COMMUNITY ENGAGEMENT

Tactic 4.3.1.

Input Bake&Bev in
local volunteer
events

Tactic 4.3.2.

Host nights at
Bake&Bev where a
percentage of the
proceeds are dedicated
to a local charity

Tactic 4.3.3.

Reach out to singles
events companies
and offer Bake&Bev
as a place to host

Objective #4 DELIVERABLE



Sweeten Your Date Night Couples Dessert and Drink Specials

\$30 PRICE FIXED MENU

BEVERAGES

BOURBON CARAMEL SMASH

A WARM BLEND OF BOURBON, CARAMEL SYRUP, A HINT OF ORANGE ZEST, AND A SPLASH OF BITTERS. FINISHED WITH A CINNAMON STICK.

VODKA BERRY LEMONADE

CRISP VODKA, MUDDLED FRESH BERRIES, LEMON JUICE, AND A TOUCH OF MINT, TOPPED WITH SODA WATER FOR A REFRESHING FINISH.

LAVENDER GIN FIZZ

GIN INFUSED WITH LAVENDER SYRUP, FRESH LEMON JUICE, AND A SPLASH OF SODA WATER, GARNISHED WITH A SPRIG OF LAVENDER.

SMOKY PALOMA

TEQUILA, FRESHLY SQUEEZED GRAPEFRUIT JUICE, AGAVE SYRUP, AND A SPLASH OF SODA WATER, GARNISHED WITH A SALTED RIM AND A SMOKY MEZCAL FLOAT FOR AN EXTRA KICK

DESSERTS

CARAMEL CINNAMON CUPCAKES

SPICED CUPCAKES WITH A CARAMEL-FILLED CENTER AND CINNAMON BUTTERCREAM FROSTING.

LEMON BERRY SUGAR COOKIES

SOFT LEMON SUGAR COOKIES WITH A BERRY GLAZE OR ROYAL ICING.

LAVENDER CUPCAKES

VANILLA CUPCAKES INFUSED WITH LAVENDER, TOPPED WITH LAVENDER BUTTERCREAM SWIRLS.

GRAPEFRUIT MEZCAL CAKE

A ZESTY GRAPEFRUIT CAKE WITH MEZCAL-INFUSED SYRUP, TOPPED WITH TEQUILA BUTTERCREAM.





Phase #1
January - March 2025

\$21,074

- Establish media presence
- Represent key messaging
- Establish personalized guest experiences
- Enhance health-conscious and inclusive image



Phase #2
April - June 2025

\$39,024

- Incorporate outside entities
- Enhance customer engagement
- Promote brand visibility
- Create unique experiences (events, social media & partnerships)



Phase #3
July- September 2025

\$54,554

- Gather feedback and analyze customer analytics
- Build off of feedback
- Leverage customer engagement, social media, and sustainable practices to enhance brand visibility
- Gain media exposure



Phase #4
October- December 2025

\$50,604

- Enhance customer loyalty
- Maintain media exposure
- Foster community involvement to position as socially engaged

Budget



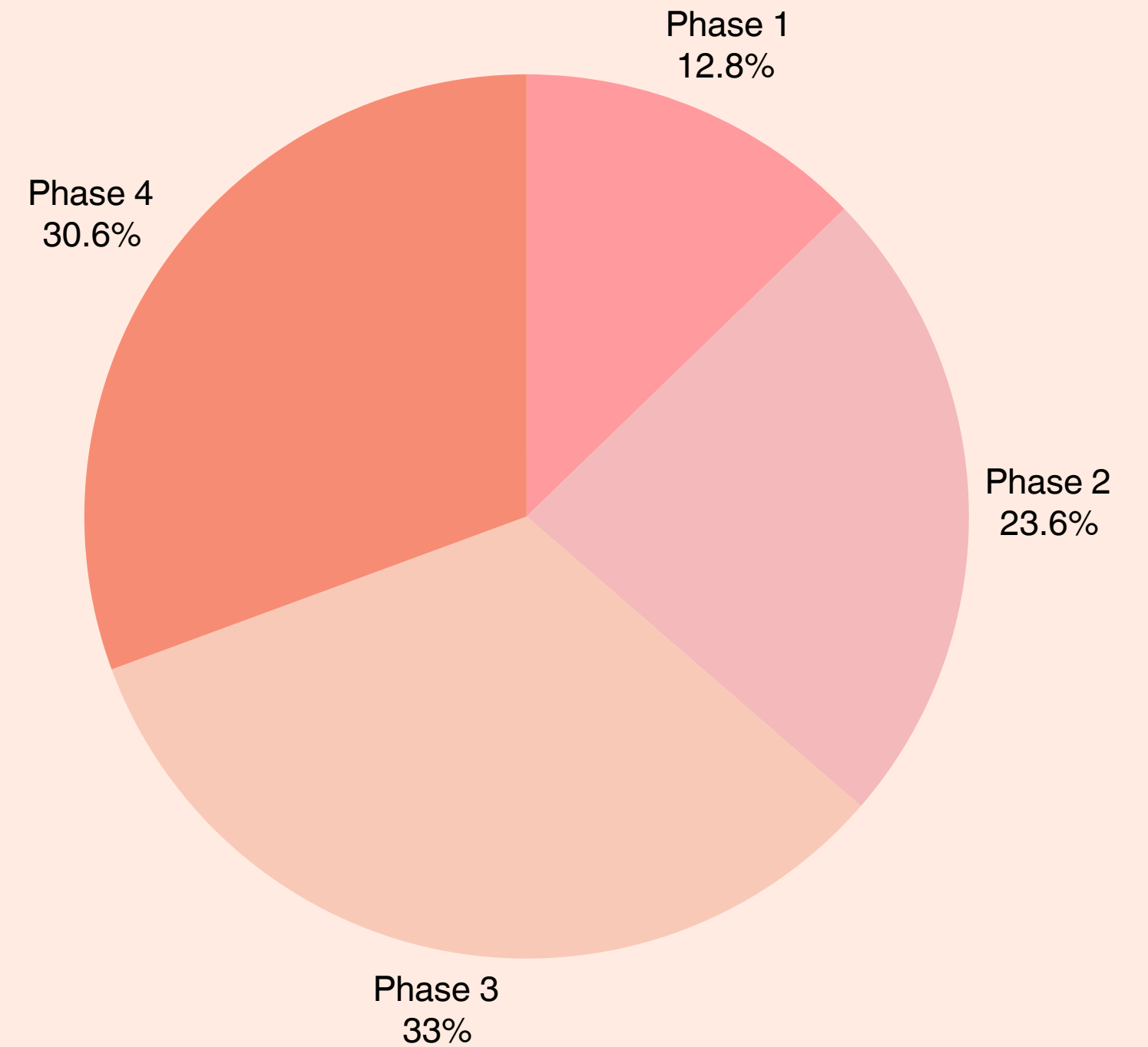
Phase #1: \$21,074

Phase #2: \$39,024

Phase #3: \$54,554

Phase #4: \$50,604

Total = \$165,256



Evaluation





Thank You!

Gabrielle Piccirilli
PRESIDENT & CEO

Katie Tulceasa
VICE PRESIDENT & COO

Katie Cheson
DIRECTOR OF STRATEGIC
COMMUNICATIONS

Grace Hyland
DIRECTOR OF MEDIA
RELATIONS