

## FOOD, GLORIOUS FOOD...

### The Business:

Dellows Kitchen is a Ponsonby café run by ex-Mikano chef Paul Yen. The café offers fine-dining quality food in a relaxed environment. All the food on the Dellows menu is freshly cooked to order from raw ingredients. Dellows Kitchen has three service offerings: excellent café food, a home and work catering service and 'eat out at home' fresh frozen meals.

### Objectives:

To increase the 'walk-in' trade at Dellows Kitchen; to increase awareness of Dellows' three product offerings within the local business community; and to build Paul Yen's profile as an up-and-coming chef, food innovator and businessman.

### Background:

Paul Yen had been the owner of Dellows Kitchen for five months prior to contracting the marketing services of SMMgr. The business website had been inherited from its previous owner. Dellow's online profile was dated and didn't reflect Paul's current offering.

The key strengths of Paul Yen and his business were identified into a new Dellows' online profile. Creating a Facebook page was a priority and good imagery was crucial to capture the ambiance of the café and the excellence of Paul's food.

### The Plan:

Facebook set up

On-going online content marketing (blog articles)

On-going social media management (posting & engagement)



## DELLOWS KITCHEN – B2C – FOOD & CATERING



### THE RESULTS

Dellows Kitchen now has an online profile that regularly gets the business shortlisted for catering contracts outside of Paul's current network of customers and contacts.

Through a combination of Facebook promotions and blogs, supported by local publicity Dellows Kitchen is building a strong local reputation for excellent food and catering services.

Over the 12 months that Paul has been working with SMMgr, his networks have expanded, the number of catering contracts won has increased, the average size of those contracts have increased and café revenue from 'walk in' trade has grown.



## The Work

Blog set up, Facebook set up, on-going online content marketing (blog articles), on-going social media management (posting & engagement), regular customer promotions via Facebook, Facebook advertising...



### Bacon Ice Cream anyone??

December 20, 2012 | Dellows



Bacon is without doubt one of the world's favourite foods. Some argue that it even has addictive properties. This has led to the development of bacon flavoured ice cream, bacon-flavoured vodka and bacon dipped in chocolate.

At Dellows Kitchen we prefer to take a more traditional approach:

All our bacon is home-cured from free-range pork. We don't smoke it over manuka wood chips rather than smoking it in brine (which is how industrial bacon is made).

Bite-sized square sticks in half hour when smoked and don't get the beautiful dark, smoky flavour. Although still smoking takes four times longer than hot smoking the superior taste is well worth the wait. From start to finish our bacon takes between ten days and two weeks to cure.

Unfortunately it's only for sale as part of our full menu, so come along and try it for yourself in our bacon egg benedict, corn fritters with salad, crispy bacon and avocado salad, bacon and creamed mushrooms on toast, French toast with bacon, grilled banana and maple syrup, grilled bacon with asparagus and hollandaise sauce on bruschetta... So sorry we're all out of bacon ice cream!



Tags: Bacon ice cream, Coffee and caramel sauce, Cold Smoked Bacon, Dellows, Home cured Bacon, Paul Yen  
Category: Bacon, Featured



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### CLIENT FEEDBACK:

"I've been working with the SMMgr team for over a year. As a result my business now has a really professional profile. The online platforms look stunning and are easy to navigate. With their guidance, the on-going marketing has led to bigger catering contracts, more leads and increased numbers of walk-in customers. When prospects search online for Dellows Kitchen they are impressed by the way my business is represented. This gets me in the door, giving me the opportunity to impress them with my food."

The SMMgr team has shown that they know where to focus my marketing to get the best returns."

Paul Yen, owner & chef, Dellows Kitchen ."

