



Restaurants  
across the **Nation** are  
**Joining**

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



AMERICAS  
CUISINE.com





# Stats & Numbers

- ✓ Launched in 2002 with 4 cities (168 restaurants)
- ✓ Currently 17 US Cities; 4 Canadian Cities
- ✓ Currently Over 1,000 Restaurant Participants
- ✓ Projected to include 50 cities by December 2007

## Hits & Visits

**Hits** A useless statistic that is an inflated inaccurate gauge of a sites traffic. One visitor can access a page with 100 elements on that page which will register 100 hits. **USELESS!**

**Visits** Each time a real person visits the website. **USEFUL!**

**Americascuisine averages between 8,000 and 9,000 visitors daily!**

## AmericasCuisine.com Growth Comparison

	May '06	May '05	% inc
<b>Total Visits</b>	243,121	151,670	61%
<b>Unique Visitors</b>	168,949	110,117	53%
<b>New Visitors</b>	99,306	73,067	36%
<b>Return Visitors</b>	69,643	37,050	88%

### GLOSSARY OF TERMS

**New Visitors** - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

**Unique Visitors** - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

**Return Visitors** - A return visit is counted when a computer that has already been to the site previously returns for another visit.

**Visits** - Visits represent the total number of times people have visited your web site. A visit is counted whenever a website user requests one or more files from the web server, if the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.



## What your restaurant receives on americascuisine.com

### THE BASIC PACKAGE

Restaurant Profiles contain the following:

- **Description Page**

A photograph along with the logo and a restaurant description of up to 125 words.

Also any awards that have been won or reviews that have been written can be featured on this page.

- **Information**

A list of your location, hours and amenities, along with a link to your web site is provided. A reciprocal link from your website back to AmericasCuisine is requested. Another photograph may also be included.

- **Catering**

This is an optional page which lists your catering and banquet capabilities. Includes details regarding your on-site facilities.

- **Menu**

Your menu is displayed and is available as a downloadable PDF file.

- **Chef**

This page contains a photograph of your chef along with their biography.

- **Map**

Serviced by Mapquest providing the user a map to your restaurant.

- **Contact Us**

This is a "flow through" e-mail feature which generates reservations and catering/group requests directly to the restaurant's e-mail address. There is a separate form for each category that submits to the e-mail address provided by the advertising restaurant. A Restaurant may choose not to include the contact function.

### BASIC PACKAGE

**\$100 PER MONTH**

Must be an electronic payment (credit card or bank draft). If paying the total in advance, take a 20% discount.

**Each new client pays a one time setup fee of \$100.**

➔ **OPTIONAL FEATURES ON BACK**

## OPTIONAL FEATURES

- **Wine List** **\$100 ONE TIME FEE**  
The restaurant's wine list can be displayed.
- **Photo Gallery** **\$250 ONE TIME FEE**  
A slide show presentation of up to 8 photographs of your restaurant.
- **Cuisine Radio** **\$400 ONE TIME FEE**  
Five minute radio interview conducted by an on-air personality and formatted to be listened to on our website. Listen to a sample: [americascuisine.com/radiosample.html](http://americascuisine.com/radiosample.html)
- **Job Listing** **\$200 ONE TIME FEE**  
List employment opportunities at your restaurant.
- **Banner Ad** **\$250 PER YEAR**  
Your restaurant may receive a banner ad on the restaurant list page at an additional cost. Your restaurant may also receive a banner ad on the catering and banquet page.
- **Featured Restaurant** **\$150 PER MONTH**  
Your restaurant can be one of the three restaurants featured with a photo on the city home page. The photo links directly to the restaurant's profile.



**TO SPEAK TO A REPRESENTATIVE WHO CAN ANSWER  
ALL OF YOUR QUESTIONS, CONTACT:**

**Feeding Frenzy, Inc.**

**888.311.8442**

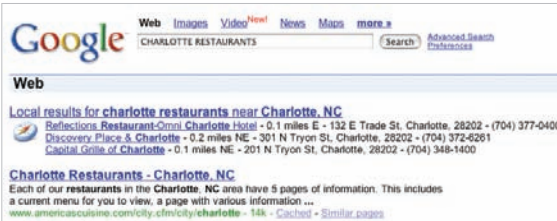
ask for the Website Division

**or email**

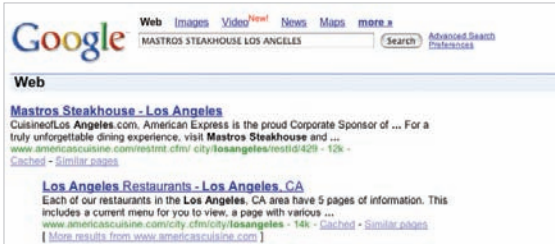
**[joinus@americascuisine.com](mailto:joinus@americascuisine.com)**

## Why is the website so Effective?

- Offering a large volume of restaurants with all the information a consumer needs in a user friendly environment sets us apart from all other sites.
- Search Engine Friendly  
Searching for a restaurant in Charlotte. . .



or an individual restaurant. . .



We provide extensive search engine optimization.

- We budget 20% of our revenue to advertise the site across the US and CANADA.
- As we grow, we obtain more quality links which expose users to our wealth of restaurant information.
- We market the site to meeting planners across the US and CANADA.

**Keyword Advertising**  
Searching for a restaurant in Austin . . .



### \* MATERIAL SUBMISSION \*

We make it easy for you to submit your materials electronically.  
Our customer service personnel can provide as much support as needed.  
Changes can be made throughout the year.

Contact Us! 888.311.8442 or [joinus@americascuisine.com](mailto:joinus@americascuisine.com)

# How will my restaurant be CONTACTED?

## TELEPHONE

Many users will call for reservations after viewing your profile.

## RESERVATION REQUEST

Many users will email a reservation through our site. See sample below.

**From:** rickpeterson@hotmail.com  
**Date:** 2006/07/02 Sun PM 10:17:59 EDT  
**To:** oaksteakhouseinfo@yahoo.com, rickpeterson@hotmail.com  
**Subject:** E-mail from AmericasCuisine.com

Oak Steakhouse,

Below is the information that was submitted. . .

Richard Peterson  
rickpeterson@hotmail.com  
843-832-6597

has requested a reservation on:

7/5/06

7:30

for 6 guests

Comments:  
time is flexible

We receive several reservations each week from americascuisine.com. Trackable ROI is great!

Brett McKee, Chef/Owner—OAK STEAKHOUSE

## CATERING & BANQUET REQUESTS

The site provides a comprehensive request form to be emailed. See sample below.

**From:** jenningsame@gmail.com  
**Date:** 2006/09/03 Sun PM 09:03:14 EDT  
**To:** contactus@bentleyson27.com  
**Subject:** E-mail from AmericasCuisine.com

Bentley's on 27,

Below is the information that was submitted. . .

About you. . .

Name: Mrs. Amy Jennings

Company:

Role: Bride to be

Phone: 678-773-9626 or 704-895-8733

Email: jenningsame@gmail.com

About your event. . .

Event Type: Weddings

Other:

Event Date: April 28, 2007

Event Time: 6:00 PM

No. of Guests: 175-200

Location: Bentley's Dining Room

Atmosphere: Other\*

Other: Reception Style

Cuisine: Undecided

Bar: Full Open Bar

Budget Per Person: \$30 per person

Overall Budget: \$10,000-\$20,000

Hear back: ASAP

Comments:

Americascuisine.com.com has brought Bentley's on 27 significant business. We receive bookings from the website for groups and individuals on a regular basis. During the first 6 months we had 884 reservation requests also with a couple wedding reception inquiries.

Jim Emad, Owner—BENTLEY'S ON 27



AMERICAS  
CUISINE.com



# We don't have to tell you how effective we are.

**OUR CLIENTS WILL . . .**



To this day, we continue to receive countless reservations each and every day from their website, [americascuisine.com](http://americascuisine.com). The enormous success garnered in Phoenix has been duplicated again and again in Southern California through our participation with Cuisine of Los Angeles and Cuisine of Orange County.

This partnership is worth every penny and we are grateful for the friendship with [americascuisine.com](http://americascuisine.com).

Suzanne Ayers, Director of Marketing—**THE MASTRO  
GROUP OF FINE RESTAURANTS**

**PHOENIX, LOS ANGELES, AND  
ORANGE COUNTY**

Over the last year we were successful in booking 5 large parties totalling revenues of over \$25,000. It is marketing resources like yours that make it truly easy to track where our business is coming from. I feel sure that without the help of your website our facility would not have been chosen.

Lawson Roberts, Director of Operations and Marketing—**THE TERRACE  
CHARLESTON**

We have been very pleased with our marketing association with [americascuisine.com](http://americascuisine.com). We have received numerous bookings from the website both from individuals and larger parties.

Bill French, General Manager—**McCORMICK AND SCHMICK'S  
PHILADELPHIA**

Congratulations on your success with [americascuisine.com](http://americascuisine.com). We are impressed by the many reservation requests and party requests your efforts have sent our way. Business at the Palace Cafe, Dickie Brennan's Steakhouse and Bourbon House continues to grow from our association with your website.

Lee Anne Garner, Marketing Director—**PALACE CAFE, DICKIE BRENNAN'S STEAKHOUSE  
AND BOURBON HOUSE  
NEW ORLEANS**





# AMERICAS CUISINE .com



Roy's has been very pleased with the inquiries for reservations and private party functions coming from the [www.americascuisine.com](http://www.americascuisine.com) website. Thanks to American Express for providing such a worthwhile advertising vehicle!

Jill Renee Brummond, Sales Manager—**ROY'S RESTAURANT GROUP**  
**ATLANTA**

Being a high volume restaurant, we are always seeking new avenues which produce documented results. Your website provides its users with comprehensive information about our restaurant which leads to a lot of online bookings. This is a great service to the diner who wishes to be informed via the Internet and for the restaurants that gain their business through inclusion on the site. "Hats off" to a job well done."

David N. Moran, General Manager—**OLD EBBITT GRILL**  
**WASHINGTON, DC**



Contact Us! 888.311.8442 or [joinus@americascuisine.com](mailto:joinus@americascuisine.com)