



— A B S O L U T E L Y —
F A B U L O U S

June 10, 2013

M. Henri Blanc
President
Chez Restaurant
55 Hazelton Avenue
Toronto, Ontario
M3T 2H8

Dear Mr. Blanc,

“Dishes that buzz with originality!” – “French fine dining at it’s best!” – “A wonderful delight!”

These are just some of the review quotes that *Absolutely Fabulous* has generated for its restaurant clients seeking first-rate publicity and promotion for their grand openings. A trusted leader in event management, Absolutely Fabulous excels in getting the attention its clients deserve; and we would be delighted to do the same for you.

Our enclosed proposal is a comprehensive plan brimming with innovative ideas and strategies to raise national media and consumer awareness of Chez Restaurant. We understand the high expectations Torontonians have when a Cordon Bleu chef comes to their “restaurant-obsessed” city, and we know how to meet and exceed those expectations with our fifteen years’ experience managing restaurant and hospitality PR.

Absolutely Fabulous proposes to invite selected media from its state-of-the-art database to Chez Restaurant’s grand opening gala party the day before the opening of the Toronto International Film Festival (TIFF). This will be a great opportunity to present your world-class menu and capitalize on the red-carpet buzz, whilst being entertained by jazz singer Michael Bubl . There will also be a speaking opportunity for yourself and Chef Michael Boeuf.

From pre- to post-event planning, our dedicated team will manage a constant stream of activity geared towards generating and evaluating favourable press coverage and maintaining ongoing public relations. When the campaign’s critical path is assembled, we can also craft a program that will complement the current strategies of Chez Restaurant.

Our results speak for themselves. We have managed a number of successful grand openings for restaurants in Yorkville, including *Sassafras*, *Sotto Sotto* and *Okonomi House*.

After you have reviewed our proposal, the next step is to discuss the suggested strategies, timelines and budget. I will call to review the proposal with you on Wednesday June 17th at 11:00 am, and I can also be reached at 416-555-1212.

I look forward to working with you.

Sincerely,

Alison Copeland
CEO