

**Wild Side Organic Bistro & Bar Guide**

**What is wild side?**

* Eclectic
* Something for everybody
* Something that fits every mood

Ideologies:

* Transparency
* Health
* Deliciousness
* Variety
* Cultural Passageway
* Human
* Positivity

**Taglines:**

* Taste the wild side.
* **Eat well, feel alive. Come to the wild side.**
* Life’s better on the wild side.
* **Wild side means family. Everyone’s invited.**
* **Mild: them. Wild: us. Come to the wild side and see what we’re all about.**
* Before: clean plate. After: clean plate.
* **Clean plates make for great stories.**
* Clean plates are the highest compliment.
* **If we cook it, you will sit down.** Or **If we cook it, they will come.**
* Food, Family, Love. That’s the wild side.
* Discover the world on the wild side.

**Enjoyment:**

* Live Music: on Wednesdays (6:30-9:30pm with Mike Dorio & other featured artists), Fridays (7-10pm featuring The Al Marino Jazz Trio, and other select artists), Saturdays (7-10pm featuring Frank Lattore & The Kingees, Cate & Co., and the like)
* Happy Hour every day: from 3-6PM featuring $5 Boutique Wines by the Glass, $5 Craft Beer  - bottles and cans, $10 signature wood-fired Pizzas! (only at bar)
* Pizza Club: only $99 a month and enjoy any of the pizzas on our menu all month long! (1 pizza a day, $3.8 per pizza if you get a pizza every day they are open)
* Sunday Brunch: from 12pm-3pm for our signature 3-course Bottomless Brunch with unlimited Bloody Mary's, Mimosas, Screwdrivers, Bellinis, Coffee & Tea for only $33 per person plus tax and gratuity.
* Tasting Tuesdays: 5 course meal twice a month
* Catering

**Colors:**

* #f12626; #f22; crimson; hsl(0,87,54); rgb(241,38,38)
* #ff9e22; #fa2; orange; hsl(33,100,56); rgb(255,158,34)
* #f84d4d; #f55; tomato; hsl(0,92,63); rgb(248,77,77)
* #3e2717; #421; dark slate gray; hsl(24,45,16); rgb(62,39,23)
* #d5616a; #d67; Indian red; hsl(355,58,60); rgb(213,97,106)
* #fefdfe; #fff; white; hsl(300,33,99); rgb(254,253,254)

Execution:

* Always post on Instagram story whenever we have a new post – drive followers not to only engage with story but posts buy being playful and fun
* Ask customers questions in posts/stories to gage how they are feeling about the restaurant – make sure the questions are fun to illicit positive responses for the most part
* Conduct contests – it could be for a free pizza, free entrée, or something else – but by asking trivia questions, asking to tag a friend on a post, or caption contests (providing an image and asking followers “write your most witty captions below and we’ll pick our favorite”), we will be building a rapport with our audience and influencing engagement
* Ensuring we keep the heart of the restaurant front facing – we highlight owners, chef, cooks, waiting staff, etc. – this will humanize the restaurant and create consistency with out “family” messaging
* Always write with “we” in mind and not “I”
* Family Friendly Environment – it is not simply accepted, it is EMBRACED. Even a small token of having a box of toys for kids to be entertained by.
* Focus on flavor and experience

Branding Ideas:

* Series on social called Jay/Raquel Says: features his quotes about food, what to do at home to get similar results, how to approach food, philosophy,
* Why they work with the food, where does the inspiration come from
* How to work with kids in the kitchen
* Drive email sign ups – offer free Rice Balls/pizza to anyone who signs up and say so in Instagram bio

**Inspiration Accounts:**

* <https://www.instagram.com/radioalicepizzeria/>
* <https://www.instagram.com/sweetgreen/>