



*Public Relations
Council*
of Greater Atlantic City

P.O. Box 1871 • Atlantic City, NJ 08404

December 2003

NEW DATE: Thursday, December 18

The Marketing of Wine: A Special Holiday Presentation by Ram's Head Inn

Discover how wine interacts with common flavors...learn how to properly pair and order wine with food...and find out all there is to know about the marketing of this wonderful beverage! From vineyard to restaurants and retail outlets, Dan Anderson of the Ram's Head Inn will explain how wine is selected, marketed, purchased and sold. As part of this process, he'll tempt your taste buds with a three-course luncheon with matching wines. It's surely an event not to be missed!

We will meet at the Ram's Head Inn for this wine-tasting luncheon on Thursday, December 18. (Please note the new day for this special holiday presentation.) Networking starts at 12 noon. The meeting and luncheon officially begin at 12:30 p.m. There is an additional fee to cover the wine. The full price for this luncheon is \$25 for members and \$35 for guests, whom are welcome. **RSVPs are required by Monday, December 15.**

2 Easy Ways to RSVP to Felicia Lowenstein at (609) 569-1060 or gr8twriter@aol.com.

About Daniel L. Anderson

As Assistant General Manager of Ram's Head Inn, Dan Anderson is no stranger to wine. He has been working with it since his start at the award-winning restaurant, nearly two decades ago.

Lured to Atlantic City for the opportunities in the casino industry, Dan found himself instead mesmerized by the warmth and beauty of the Ram's Head Inn. There he became ala Carte Maitre D' and soon was promoted to Banquet Manager. It wasn't long before Dan became Assistant General Manager, a position he has held for 14 years.

Dan lectures frequently at various industry-related venues. He is an adjunct professor at the ACCC Academy of Culinary Arts, where he teaches tableside cooking, wine, menu and facility design. He is a guest lecturer at Richard Stockton College of New Jersey with a program entitled "Art of the Dinnerview." This year marks his second appearance at the Governor's Council on Tourism. He also runs an annual five-week winter wine course at the Ram's Head Inn.

Along with daily operations, Dan is in charge of all catering details and maintaining a wine list of 600 selections and an inventory of 8,000 bottles. He is also an officer of the Atlantic City Chapter of the Chaine Des Rotisseurs, the world's oldest and largest culinary organization.

The Ram's Head Inn is among 13 New Jersey restaurants that have received the prestigious AAA Four Diamond Award. It has been named among the top 1% of American Restaurants.

Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08401

Secrets to Memorable Taglines

A memorable tag is a great marketing tool. Just ask the ACCVA which recently launched Atlantic City's new tagline, "Always Turned On," to national media exposure. Taglines help potential customers to remember your company. They also help to communicate your company's key message in a fun way.

If you're ever charged with writing, or updating, your current taglines, it's a formidable job—and one that often takes extensive study and input. But if and when you begin to work on a new tagline, here are some helpful hints!

- Ask a Question. [Clairol: Does She Or Doesn't She? and Microsoft: Where Will You Go Today?]
- Use Rhyme: [Timex: Takes A Licking and Keeps on Ticking]
- Take a New Twist on an Old Business Maxim [Volkswagen: Think small.]
- Remind Readers of the Cost of Not Using Your Product [Michelin: Because so much is riding on your tires.]
- Personify Your Product [Du Pont Paint: Laughs at time and Yellow Pages: Let your fingers do the walking]
- Use a Symbol/Analogy That Evokes Your Message [Esso: Put a tiger in your tank]
- Compare and Contrast [David Ingram and Associates: Common sense. Uncommon Results]
- Use a Call to Action [Nike: Just do it. and AT&T: Reach out and touch someone.]
- Describe Your Product in A Unique Way ["Hot Tub" for microwaveable storage containers]
- Make a Promise. [Federal Express: When It Absolutely Positively Has to Be There Overnight.]
- Use a Double Meaning [Time Magazine: Understanding comes with Time.]
- Brag About Yourself [Nikon: We take the world's greatest pictures.]
- Find the One Word that Exemplifies Your Corporate Mission [IBM: Think.]
- Revisit a Familiar Phrase [IKEA: Make Yourself at Home.]