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Dine Gets to Sell Food and Franchises

SAN FRANCISCO DINE has landed creative chores for Churro Station without a review, agency officials said.

Based in Corte Madera, Calif., Churro Station hired the independent shop to help it sell its franchises nationally and provide marketing, promotions and advertising as the chain grows, said Chris Cornyn, DINE principal. The client did not previously work with an advertising agency.



Melanie Farkas and Zoila Esperanza founded the restaurant in 2003. The main fare is Mexican-style churros, along with a range of breakfast and lunch items including liquados (blended fruit drinks), sandwiches and tostadas.

"Churro Station is one of those projects that you can't help but get excited about," Cornyn said. "We think that this franchise has the potential to make churros the next great American breakfast food."

DINE will produce trade and consumer print ads, franchise marketing, and in-store and online materials, Cornyn said. Campaign spending is undisclosed.

The restaurant concept is targeted at Latino consumers in the U.S. For franchise sales, Cornyn said DINE is marketing to both Latino and Anglo entrepreneurs looking for a low-cost, easy-to-manage food operation in a growing market.

DINE of San Francisco, which bills itself as "The food and drink agency," works with food and beverage companies exclusively.

DINE can be contacted at 415.864.8200 ext.104 or online at: dinemarketing.com

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