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\$3.50

nationalnews

Cornyn+Partners dedicates DINE to food marketing

SAN FRANCISCO Cornyn+Partners has established DINE, the Food and Drink Agency, here, an agency representative said.

DINE opened this month and specializes in marketing, design and advertising for food manufacturers, service organizations and packaged-goods companies, restaurant chains and beverage firms.

Chris Cornyn, president of DINE and its parent agency, C+P, San Francisco, said his business has spent the past decade finding new ways to serve the market leaders of the food and beverage industries.

“Executives have told us what they want—dedicated marketing experts that understand America’s relationship with food,” Cornyn said. “We’ve launched DINE to be able to focus clearly on this group.”

The design and marketing team knows its business first hand, the rep said. The staff at DINE has worked in restaurants, spent time in the produce fields, trained in specialty delis, studied consumer behavior, and donned hairnets to help clients manufacture ice cream and baked goods.

DINE has already worked with Bon Appetit Management Co., said Maisie Ganzler, a Bon Appetit representative.

“We gave DINE very little information to go on and yet they came back with a campaign that was exactly what we were looking for. The tone, image and message were all right on,” she said.

DINE draws upon the knowledge C+P gathered while producing advertising and marketing campaigns for some of the largest food companies in the country, said the agency rep. Beginning with its first account, Foxy Lettuce in 1995, C+P has also worked for Starbucks, Mrs. Fields Cookies, A.G. Ferrari, Pasta Pomodoro and California Giant Strawberries, among other clients.

DINE can be contacted at 415.864.8200 or online at www.dinemarketing.com.

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AGENCY.