

MARKETING EFFORTS

Telling the collective stories of our brands through
highly-targeted and integrated marketing tactics,
including traditional and emerging media platforms



EARNED MEDIA

MARKETING EFFORTS

OVERVIEW

614

MEDIA
Mentions

16M

TOTAL
REACH

\$806.9K

PUBLICITY VALUE

TastingTable.



15 Unique Food Events Around The World You Need To Visit

THE TAKEOUT



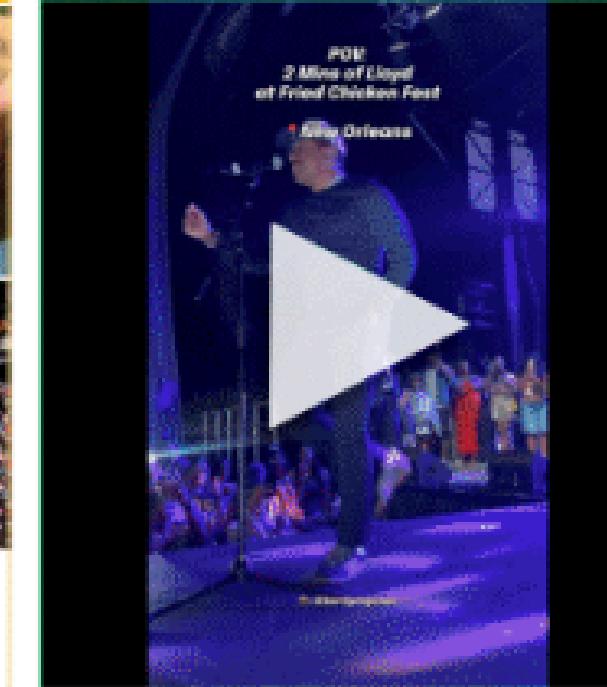
12 Best US Food Festivals You Should Add To Your Bucket List ASAP

MATADOR NETWORK



11 of the Best Food Festivals in the US to Start Planning For Now

HIP-HOP VIBE



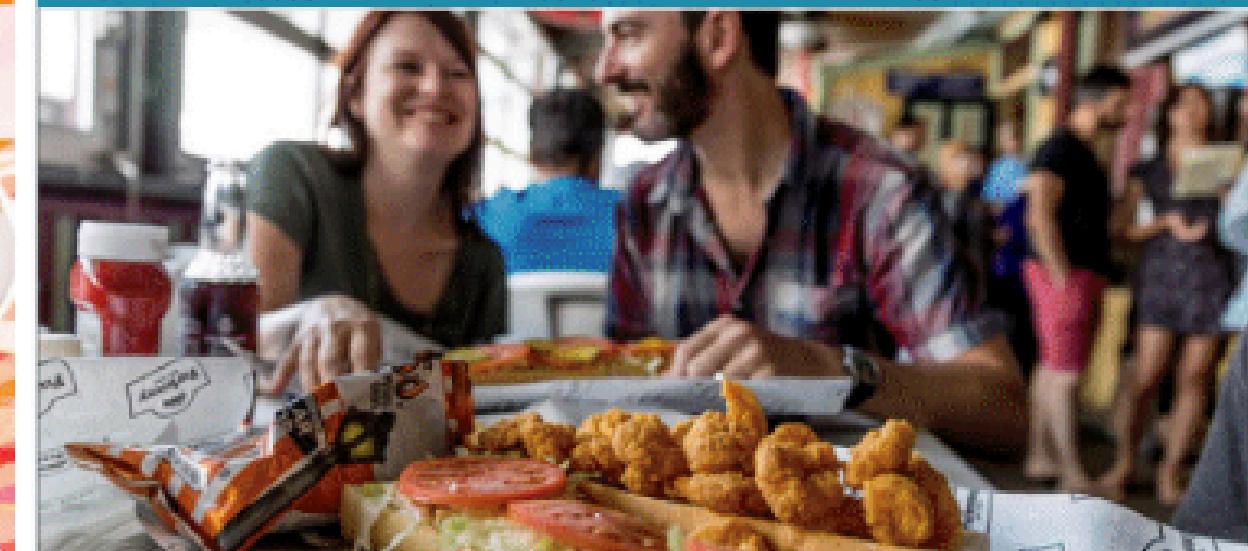
Lloyd brings soul to the stage — and the internet can't believe it happened at Fried Chicken Festival in New Orleans

Chowhound



20 US Food Festivals You Need To Attend At Least Once

TRAVEL PULSE BY NORTHSTAR



New Orleans Turns Up the Heat on Fall Flavors

MARKETING EFFORTS > EARNED MEDIA > LOCAL COVERAGE



Fried Chicken Festival in New Orleans has many flavors and one message: unity

SOURCE: NOLA.COM



Fried Chicken Festival unveils 5K run-walk

SOURCE: WDSU



Where Y'Eat: Fried Chicken Fest Makes Culture, Community a Delicious Combo

SOURCE: WWNO



Fried Chicken Fest Reveals 40+ Eateries

SOURCE: BIZ NEW ORLEANS



National Fried Chicken Festival 2025 to Offer Fun, Food, & Much More

SOURCE: WHERE Y'AT



Fried Chicken Festival Event Highlight

SOURCE: 89.7 FM, AUDACY



National Fried Chicken Festival 2025 Guide: Food, music, and more

SOURCE: WWL LOUISIANA



National Fried Chicken Fest to Host "Meet the Candidates" Experience

SOURCE: WHERE Y'AT



2une In Previews: Inaugural Fried Chicken Festival 5K Run/Walk in New Orleans

SOURCE: WBRZ



Bonafried previews their Fried Chicken Festival menu

SOURCE: WWL LOUISIANA



Fried Chicken & Free Legal Advice!

SOURCE: WWL LOUISIANA



Everything you need to know about the Fried Chicken Festival

SOURCE: WDSU



Brennan's Chef Carl to be Honored at National Fried Chicken Festival

SOURCE: WWL LOUISIANA

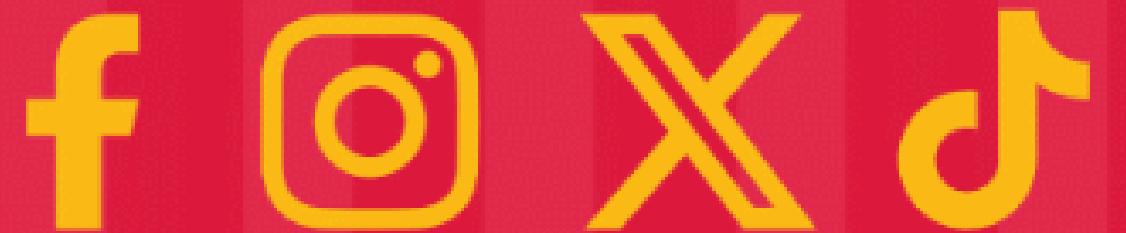


New Orleans community gathers at Fried Chicken Fest to honor slain chef

SOURCE: WDSU

MARKETING EFFORTS

SOCIAL MEDIA



9.32M
IMPRESSIONS

13,850
NEW FOLLOWERS

77,520
ENGAGEMENTS

186,930
PROFILE VIEWS

63
TOTAL
INFLUENCER PARTNERS
ENGAGED

INCLUDING
LOCAL/REGIONAL
**CONTENT
CREATORS**

and
**CELEBRITY
CHEFS**

WITH A
COMBINED
FOLLOWING OF
28.6
MILLION

