

MARKETING EFFORTS

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



MARKETING EFFORTS

EARNED MEDIA

OVERVIEW

614

MEDIA
MENTIONS

16M

TOTAL
REACH

\$806.9K

PUBLICITY VALUE

MARKETING EFFORTS › EARNED MEDIA › NATIONAL COVERAGE

TastingTable.



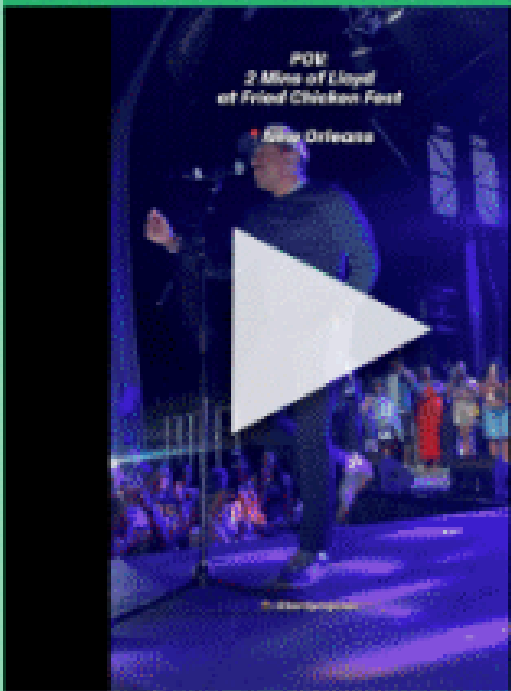
15 Unique Food Events Around The World You Need To Visit

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

THE TAKEOUT



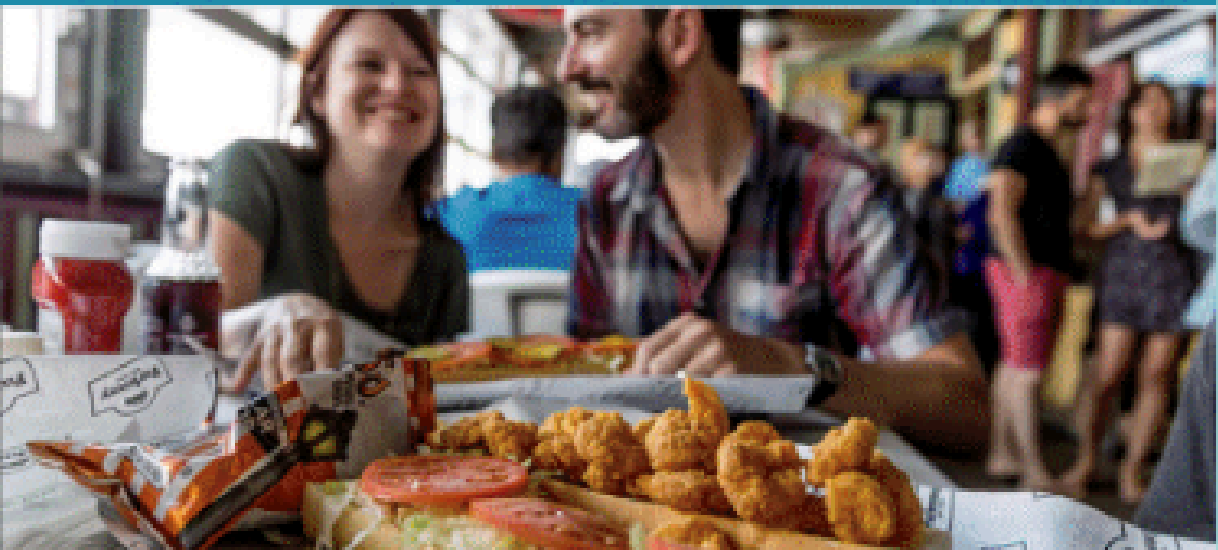
12 Best US Food Festivals You Should Add To Your Bucket List ASAP

Chowhound



20 US Food Festivals You Need To Attend At Least Once

TRAVELPULSE
BY NORTHSTAR



New Orleans Turns Up the Heat on Fall Flavors

MARKETING EFFORTS › EARNED MEDIA › LOCAL COVERAGE



WHERE Y'AT

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

SOURCE: WHERE Y'AT



Fried Chicken Festival Event Highlight

SOURCE: 897 FM, AUDACY

31 LIVE/PRE-RECORDED INTERVIEWS ON TV & RADIO SECURED



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

SOURCE: NOLA.COM



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

SOURCE: WWL LOUISIANA



Fried Chicken & Free Legal Advice!

SOURCE: WWL LOUISIANA



Fried Chicken Festival unveils 5K run-walk

SOURCE: WDSU

WHERE Y'AT

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

SOURCE: WHERE Y'AT



Everything you need to know about the Fried Chicken Festival

SOURCE: WDSU

wwno

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

SOURCE: WWNO



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

SOURCE: WBRZ



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

SOURCE: WWL LOUISIANA

Biz
NEW ORLEANS

Fried Chicken Fest Reveals 40+ Eateries

SOURCE: BIZ NEW ORLEANS



Bonafried previews their Fried Chicken Festival menu

SOURCE: WWL LOUISIANA



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

SOURCE: WDSU

MARKETING EFFORTS

SOCIAL MEDIA



9.32M
IMPRESSIONS

77,520
ENGAGEMENTS

13,850
NEW FOLLOWERS

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

