BOOST YOUR BUSINESS SESSION 2
GETTING YOUR BRAND STORY ON THE WEB TO YOUR CUSTOMERS

Brandon Ting - Co-founder and CEO Kizuki Ramen and Izakaya
Ana Castro - Co-Founder Salvadorean Bakery
Lewis Rudd - Co-Founder and CEO Ezell’s Famous Chicken
SUPERSTAR BUSINESSES BEAT THE ODDS

Business survival rates
Percent of businesses still in operation by year from start
Retrieved 8/20/21 from https://www.bls.gov/bdm/us_age_naics_00_table7.txt
THE KIZUKI BRAND STORY

- Kizuki Ramen and Izakaya is about true appreciation of the high art of ramen. Kizuki prepares the complex broth in the same way as they do in Japan importing unique ingredients. They concentrate on every minute detail of the total experience including the open kitchen concept and caring Japanese service.
Essential components are there:

- Menu
- Location
- About us
- Media
- Careers – job listings
- News
- Catering – Inquiry form
- Contact
- Call to action

Emotional branding:

- Detailed story of vision, philosophy and history
- Sumptuous pictures of food all consistent with high-quality brand and attention to detail
- Use of photos and videos to show people truly enjoying themselves
- Ramen makes people happy
UNITE AGAINST RACISM
#StopAsianHate
#StandOut #NoMoreSilence

Kizuki Ramen & Izakaya
March 19, 2020

To support our vibrant and diverse community, we are offering free lunches to kids under 18 daily! We also increased our days to include weekend lunches.

Providing for you during this time of uncertainty fills us with purpose.

To all customers who are ordering Take Out and Delivery from our store, your orders are making a big difference for us to provide our Free Lunch to Children program on a daily basis and hours to our team members, who needs more than ever! ... See More

Kizuki Ramen & Izakaya
May 8, 2020

Kizuki can help! Local Restaurant
Frontline healthcare professionals guard our life security and Kizuki tries to be a strong backing. We have made 30 hospital runs in the past 30 days and donated over 1800 bento boxes!

We would like to extend our offer to the community:
- Keep delivering bento boxes to hospitals
- In-Home-Ramen-Kit for families to cook an easy delicious meal at home.
- Donating $1 for anyone who shares this post
- By May 31st, Kizuki will be ready to serve our customers in a SAFE social distancing dining environment

There is much more we are planning to do for our communities, so please stay tuned!

Kizuki supports local hospital workers with free entrees daily

Kizuki Ramen & Izakaya
March 19, 2020

Updates: Chicago & Bentonville, Oregon Kizuki’s are now offering free lunches to kids under 18 daily! We also increased our days to include weekend lunches.

Providing for you during this time of uncertainty fills us with purpose.

To all customers who are ordering Take Out and Delivery from our stores, your orders are making a big difference for us to provide our Free Lunch to Children program on a daily basis and hours to our team members, who needs more than ever! ... See More

Support Caroline’s Fight for Cancer
Love supportiveamwomen
SALVADORAN BAKERY
BRAND STORY

• Authentic traditional Salvadorean cuisine. Original and quality ingredients imported directly from El Salvador and Central and South America. True experience of the culture.
ALL THE ESSENTIALS ARE ON THE WEBSITE

Ana Castro
Community Stories: Salvadorean Bakery
11/18/2005 | 9:58

The Salvadorean Bakery in White Center serves not only as a popular dining spot but also as a culinary gateway to El Salvador. Ana Castro and her sister Aminta Elgin opened the bakery in 1996 and it has since flourished as a successful restaurant/bakery and a cultural community center through its food. By sharing their pasteles (hand-shaped pastries), desayuno (breakfast fare) and food items like pollo encebollado, pupusas and yucca frita with others, Ana and Aminta give their bakery's diverse clientele a little bit of El Salvadoran tradition while they keep alive their strong ties to their culture.

"It's just better at the Salvadorean Bakery." That's what my friend (a pupusa connoisseur) says every time she samples a pupusa made anywhere...
Ana Castro

Pueden llevarlo a la casa? ***

Like · Reply · See Translation · 34w

Martha Ramos
Salvadorean Bakery & Restaurant, INC.
Martha Ramos si se puede si vive dentro 10 millas de distancia de la panadería.

Like · Reply · See Translation · 34w

Martha Ramos
Salvadorean Bakery & Restaurant, INC.
La dirección es 317 S. 216th ST. Des Moines WA 98198. Creo que son alrededor de 10 millas.
Por favor me puede decir si es posible.

Gracias

Like · Reply · See Translation · 34w

Martha Ramos
Salvadorean Bakery & Restaurant, INC.
Salvadorean Bakery & Restaurant, INC. Si cuando lo necesitas?

Like · Reply · See Translation · 34w

Martha Ramos
Salvadorean Bakery & Restaurant, INC.
El 24 a cualquier hora. Quisiera el cake con la decoración del grinch y que diga merry Christmas, Corliss & Justin.
EZELL’S FAMOUS CHICKEN BRAND STORY

• Ezell’s Difference – Authentic and regional African American cuisine. Texas fried chicken. High quality and fresh daily ingredients. Fresh three-pound chickens cut in eight pieces to give more value. 100% per vegetable oil. Proprietary battering process to seal in natural juices. Spicy chicken is marinated for 24-hours. Good homemade side dishes.
COMMUNITY BUILT EZELL'S

First Ezell’s Location Opens
Ezell’s opened its doors for the first time in 1984 on the same day as the inaugural Bubblin’ Brown Sugar Dance-Off event at Garfield High School.

1987
Sonics and Seahawks Partnership Launches
Ezell’s begins bringing meals to the players of both Seattle teams. Often times, before a road trip, Ezell’s would have to deliver the food to the team plane on the airport runway. To this day, Ezell’s feeds the Seattle Seahawks players nearly every week.

1990
Catered Oprah’s Birthday
Ezell’s Famous Chicken was invited to cater Oprah Winfrey’s birthday in Chicago. Our company co-founders made the trip to hand-make Oprah’s favorite food for her special celebration.
CREATING COMMUNITY IS CREATING YOUR CUSTOMER BASE – LOYAL ADVOCATES WHO TELL YOUR STORY

Lewis Rudd

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Lewis Rudd
• Your story is authentic and emotional. It is something that large companies cannot tell. It is personal.

• Articulate your story and tell it to your customers all along the customer journey starting with your website and going through to post-purchase service (including bad reviews!). The vision should be consistent. Interact with your customer in telling your story. People want to connect now.

• Create a community around your business. It’s about much more than profits. It’s about purpose. It’s about being there for them. It’s about coming out of this together. It’s about trust. All of this will make your customers loyal and that will go a long way towards, not just surviving, but thriving.
RETURN TO THE LOBBY/ GO INTO SESSION 3

• COMING UP...