

FEEED ME FOODCRAWL NOLITA

**PRESENTATION TO NOM WAH
JULY 28 2017**



**WE WANT TO COLLABORATE
WITH NOM WAH TO
CREATE SOMETHING HUGE**

A LITTLE BIT ABOUT US

pushstory.co

WE'RE A DIGITAL CREATIVE AGENCY THAT PROVIDES CONTENT PRODUCTION, EXPERIENTIAL AND DIGITAL MARKETING. WE'RE BEST AT HYPERLOCAL TARGETING AND CULTIVATING COMMUNITY LOYALTY.

BEANS &
CROYDON

WE'RE A MEDIA GROUP THAT FOCUSES ON ASIAN-AMERICAN YOUTH CULTURE.

 palate
connect

WE BELIEVE PEOPLE MAKE THE WORLD GO ROUND. WE STARTED *PALATE CONNECT* TO BUILD REAL RELATIONSHIPS BETWEEN RESTAURATEURS AND FOODIES.

NOM WAH

NOM WAH IS A STAPLE IN NOLITA.

NOM WAH TEA PARLOR HAS BEEN A CHINATOWN FAVORITE FOR JUST SHORT OF A CENTURY, AND THE OLD-TIME DIM SUM SLINGER IS GETTING THE CONTEMPORARY TREATMENT AT THIS FAST-CASUAL OUTPOST IN NOLITA.

SITUATED IN NEW YORK'S NOLITA NEIGHBORHOOD ("NORTH OF LITTLE ITALY"), NOM WAH NOLITA IS A FAST-CASUAL RESTAURANT. OPENED IN SEPTEMBER 2016, THIS LOCATION FEATURES SELF-SERVICE ORDERING SYSTEMS, TRADITIONAL STEAMED DUMPLINGS, AND A NEW TAKE ON CHINESE FOOD.

YOU CAN EXPECT POPULAR MENU ITEMS FROM THE ORIGINAL LOCATION, INCLUDING PORK-SHRIMP SHUMAI AND SCALLION PANCAKES, PLUS AN EXPANDED SELECTION OF PLANT-BASED ITEMS (NOODLES IN VEGAN BROTH, RICE BOWLS, KOHLRABI SALAD). BLENDING CHINESE FLAVORS AND AMERICAN IDEAS, DISHES TAKE A FORWARD-THINKING APPROACH. ROTATING DISHES, COLLABORATIONS AND SPECIALS COMPOSE THE MENU.

WHERE YOU COME IN

WE WANT NOM WAH NOLITA TO BE ONE OF THE 8 RESTAURANTS THAT WE FEATURE IN OUR *FEED ME: NOLITA* SERIES. OUR EPISODE WILL EXPLORE THE RICH HISTORY OF NOM WAH AS A CULTURAL FORCE, THE DECISION THAT LEAD TO THE OPENING OF THE NOLITA LOCATION AND YOUR PLACE IN THE ASIAN AMERICAN COMMUNITY.



FEED ME: NOLITA IS A YOUTUBE SERIES THAT FEATURES ASIAN-AMERICAN RESTAURANTS IN NOLITA. THE ONLINE SHOW CONNECTS THE LOCAL COMMUNITY WITH THESE RESTAURANTS BY SHOWCASING THEM TO THE WORLD.

IN SEPTEMBER, WE'RE HAVING A "FOOD SCAVENGER HUNT" ACROSS 8 DIFFERENT RESTAURANTS THAT WILL CULMINATE IN AN EVENT TO CELEBRATE THE NEIGHBORHOOD AND KICK OFF THE PREMIERE OF THE VIDEO SERIES. FROM THERE, EPISODES WILL DROP ONCE A WEEK, EVERY FOLLOWING MONDAY.

FEED ME: NOLITA



WHY HERE, AND WHY NOW?

WE'RE INTERESTED IN NOLITA.

FOR THE PAST COUPLE OF YEARS, AT LEAST 9 NEW RESTAURANTS WERE OPENED BY ASIAN-AMERICAN OWNERS HERE IN NOLITA. IT'S SAFE TO SAY THAT NOLITA IS BECOMING A HOT-BED FOR ASIAN-AMERICAN FOOD CULTURE. FROM DUMPLINGS TO DIMSUM TO ONIGIRI, NOLITA HAS THEM ALL. SO, OUR BIG QUESTION FOR YOU IS: WHY HERE, AND WHY NOW?

MAKING CONNECTIONS

THROUGH THE FOOD SHOW SERIES *FEED ME: NOLITA*, AND THE *FEED ME FOODCRAWL*, THE ASIAN-AMERICAN RESTAURANTS IN NOLITA WILL BE ABLE TO CONNECT WITH THEIR SURROUNDING COMMUNITIES BOTH DIGITALLY AND IN PERSON.

OUR GOALS ARE SIMPLE:

TO CULTIVATE COMMUNITY LOYALTY FOR THE ASIAN-AMERICAN FOOD COMMUNITY IN NOLITA.

TO SHOWCASE THE ASIAN-AMERICAN FOOD CULTURE IN NOLITA.

TO UNDERSTAND THE HISTORY OF THE NEIGHBORHOOD FROM THE ASIAN-AMERICAN POINT OF VIEW AND LEARN THE ANSWERS TO OUR MAIN QUESTION — WHY HERE, AND WHY NOW?

THE BIG PICTURE





WE'RE PROMOTING OUR *FEED ME: NOLITA* SERIES IN TWO PHASES:

INITIAL PROMOTIONAL EVENTS

WE WILL LAUNCH TWO INFLUENCER EVENTS ONCE A WEEK BEFORE THE *FOODCRAWL* TO CREATE BUZZ FOR THE HUNT, PASS OUT MAPS, AND PROMOTE THE SERIES.

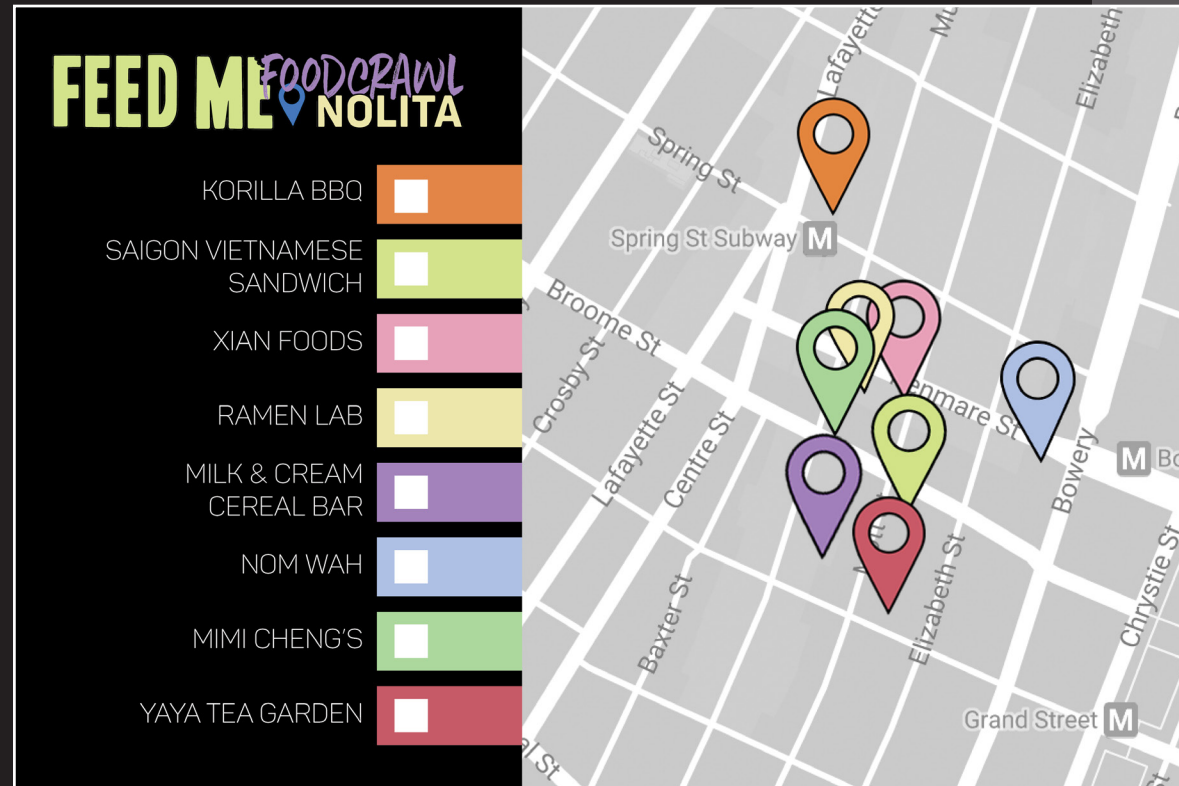
***FOODCRAWL* LAUNCH**

OUR 8 DAY *FOODCRAWL* WILL COMMENCE SEPT 16 AND LAST THROUGH SEPT 24. EACH PARTICIPANT WILL HAVE 8 DAYS TO FILL UP THEIR MAP POSTCARDS DURING THE *FOODCRAWL* BY COLLECTING STAMPS FROM EACH LOCATION. AT THE END OF THE *FOODCRAWL*, WE WILL HOST AN EVENT IN CELEBRATION OF THE EMERGING ASIAN-AMERICAN FOOD COMMUNITY IN THE NEIGHBORHOOD AND TO PROMOTE THE SERIES. THE ENDING *FOODCRAWL* EVENT WILL BE HOSTED AT *PROJECT COZY* ON SEPTEMBER 24TH.

THE GAME PLAN

COLLECT THEM ALL

SHOW US WHERE YOU'VE BEEN



EACH OF OUR FEATURED RESTAURANTS (ALONG WITH SUPPORTING BUSINESSES IN THE COMMUNITY SUCH AS WESC & DSPTCH) WILL CARRY THESE POSTCARD MAPS.

PARTICIPANTS CAN USE THE POSTCARDS TO COLLECT STAMPS FROM EACH RESTAURANT, RECORDING WHERE THEY'VE BEEN SO FAR IN THE *FEED ME FOODCRAWL*.

WE'RE HOPING EACH RESTAURANT WILL OFFER A 20% DISCOUNT FOR THEIR ORDER WHEN PRESENTED WITH THE POSTCARD. AFTER COLLECTING THEM ALL, THE POSTCARD MAP IS THE PARTICIPANT'S VIP ENTRY TICKET FOR THE *FEED ME FOODCRAWL* FINALE EVENT.



***FEED ME: NOLITA* WILL
PREMIERE ON YOUTUBE
ON SEPTEMBER 25**

THANKS FOR HEARING US OUT

#FEEDMEFOODCRAWL
#FOODCRAWLNOLITA
#FEEDMENOLITA

WE'RE HOPING YOU'D LIKE TO BE A PART OF
FEED ME: NOLITA

CONTACT US AT ANYTIME,
WE'RE HERE FOR ANY QUESTIONS.

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