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**Taste and Tweet™ OFFERS UNIQUE WAY TO MARKET  
FOOD AND DRINK ESTABLISHMENTS**

*BELLEVUE'S SOCIALLY NETWORKED USES VARIOUS SOCIAL MEDIA PLATFORMS TO PROMOTE  
LOCAL AREA RESTAURANT*

**(BELLEVUE, WA)** Let the tweeting begin! Those were the words at El Gaucho in Bellevue as TasteandTweet.com introduced the newest way to use social networking with TasteTweeters sharing their tasting comments faster than ever before. The idea combines a group of Twitter people tasting good food and then broadcasting their tasting notes real time via social media channels like Twitter, blogs, facebook, etc. If done correctly this unique use of new technology serves to benefit the food and drink establishments like swanky El Gaucho who are seeking to prosper in this current economy.

TasteandTweet.com organizes a group of socially networked people that enjoy connecting and meeting with others over food and drink. These teams of TasteTweeters then taste, savor, and tweet. Their followers in their offices, at home, and on the road can receive these 140 character messages, and they, in turn, can respond with questions or they can forward (re-Tweet) the tasting comments to their own circle of followers. Thus in mere minutes these comments can travel from trusted party to trusted party through these ever expanding rings of acquaintances (followers).

Establishments looking to spread the word about a grand opening, new product, new menu, or special offer, can use TasteandTweet.com to increase awareness through these teams of socially connected Bloggers, Twitters, YouTuber's, Facebookers and Flickr users, resulting in more traffic to their website and their restaurant. In return, the establishment provides the tasters with a complimentary tasting and an introduction to their staff and premises.

"TasteandTweet.com is the logical extension of a socially networked world where the social media savvy people are sharing worthwhile information in real-time. They are already meeting online, and this is a way to share their food/drink experiences." Says Clay Loges, co-Founder of TasteandTweet.com. We are taking the traditional idea of tasting and telling which is the long-desired word-of-mouth, and now we can use social media tools to share the "telling" part at lightning speed with large audiences. TasteandTweet.com is a new way to give networked people real-person impressions about the establishments, the food, the owners, and their sincerity. And all this happens as the TasteTweeters broadcast in real-time to thousands across their personal networks through blogs, twitter, video and photos. This can be described as word-of-mouth on steroids.

Today, TasteandTweet.com held its first event in Bellevue at the swanky El Gaucho located at 450 108<sup>th</sup> Ave. N.E. [www.ElGauchoBellevue.com](http://www.ElGauchoBellevue.com)

"They've survived six months of construction and limited access to their valet parking, and TasteandTweet.com offered a great way for El Gaucho to re-introduce their newest restaurant. And helps highlight its not-that-easy-to-find location. During the tasting, the group of TasteTweeters,

shared their tasting impressions, images of the new lunch menu, and comments on the restaurant. This real-time information was twittered, added to blogs, put on facebook and shared across the various social network platforms,” explained Blaine Millet, co-founder of TasteandTweet.com. “What is so exciting for El Gaucho is the unique opportunity to share taste impressions with literally thousands of the TasteTweeters’ friends, family, followers, and connections. The hoped for result is that they will come to visit or refer others and those people may become loyal customers and fans of El Gaucho restaurant.”

*“As a business, the use of social media has become so important. That’s why El Gaucho was drawn to host the TasteandTweet.com team for a tasting of our luncheon menu.”*  
*said Kerri Lewis, Director of Marketing for Mackay Restaurants, owners of El Gaucho Bellevue. “We not only gained valuable introductions of our luncheon menu, but it also made our unique location be more known to the surrounding office populations. It helps to affordably introduce our newest restaurant and it’s one-of-kind lunch menu to thousands of people we could never reach easily without the power of social media connections.”*

*About TasteandTweet.com:* At TasteandTweet.com, we view social media as a new form of business communications. We are using it to help restaurants, coffee shops, bakeries and other food service businesses grow their business. After a presentation of our seminar “Social Media for Business Executives” to the Executive Board of the Washington Restaurant Association in April, we realized social media offered restaurants “faster, cheaper, deeper” marketing channels than traditional media. TasteandTweet.com is one way to organize and share real-time information with wide audiences who trust their social media sources. To learn more about presentations on “Social Media for Executives” visit [www.SocialMediaforCEOs.com](http://www.SocialMediaforCEOs.com) If you wish more information on TasteandTweet.com or to request a tasting, visit our site at [www.TasteandTweet.com](http://www.TasteandTweet.com) . And we can always be contacted on Twitter where we are @TasteandTweet.

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