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Rankings of top food & beverage PR firms.

# O'Dwyer's

Communications & new media

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O'DWYER'S GUIDE TO FOOD & Pg. 20 BEVERAGE PR FIRMS





Pollock Registered Dietitians attend a brand-focused reception orchestrated by Pollock Communications during ADA FNCE 2010. The reception, attended by over 250 nutrition influencers, communicated key brand messages through interactive culinary demonstrations, branded recipe sampling stations and impactful visual branding elements.

**PIERSON GRANT**

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range of clients with strategic and tactical planning, media and community relations, superior Web-based and social media, crisis communications and special events.

Restaurant clients include Dairy Queen, Olive Garden and Morton's The Steakhouse.

The firm's fresh thinking helps clients build brand identity, generates publicity for openings and food and beverage introductions, brings creativity to special events and community relations, and leverages the power of Internet marketing through its High Impact Digital division.

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Louise Pollock, *President*

Pollock Communications, is an independent PR and marketing communications agency that offers cutting edge expertise for food, nutrition, health & wellness and beverage clients. Founded in 1991, Pollock pioneered the functional food movement, creating some of the major food trends of the past 10 years including making tea the healthy drink of the new millennium and making chocolate a healthy indulgence. We know how to capitalize on emerging health and wellness trends in a credible way, with media, consumers and health professionals.

Our knowledge of the latest research and science in the health & nutrition arena and our understanding of food policy, enables us to deliver actionable consumer and market insights and practical health & lifestyle wellness benefits for brands and commodities. Our staff includes credentialed registered dietitians with on-air and editorial experience who can address the health & nutrition issues that are top-of-mind for today's editors and reporters — including those who serve as



Quinn & Co.'s David Semanoff at the 2010 US Open with "Top Chef Masters." L to R: Barbuto Chef Jonathan Waxman, Guest, RM Seafood Chef Rick Moonen, Chef Carmen Gonzalez, STREET Chef Susan Feniger, David Semanoff, Quinn & Co.'s Head of Food, Wine + Spirits, and Q&C Client Spiaggia Chef Tony Mantuano.

trusted "watchdogs" for family gatekeepers.

We have developed and executed innovative social media programs to reach the key health & nutrition influencers online, including blogging initiatives for a global cheese brand and a new juice beverage for children.

The company represents Ajinomoto Food Ingredients, LLC, Brassica Protection Products, LLC, Cranberry Institute, First Juice, Gourmet Garden Herbs & Spices, Presidents Brand Cheese, Tea Council of the USA, Unilever Promise, Country Crock & I Can't Believe It's Not Butter brands, the USA Rice Federation, and Wish-Bone Dressings.

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Steve Bryant, *President, Publicis Consultants USA*

Publicis Consultants USA, part of MSLGROUP, creatively engages consumers and professionals through lifestyle marketing in the always-on conversation world. MSLGROUP is one of the world's top five PR and events networks, offering the best strategic advice, insight-guided thinking and big, compelling ideas — followed by thorough execution — in 83 countries.

Publicis Consultants USA delivers major marketing success through its specialized staff, extensive influencer contacts, social and traditional media services, print & digital design team, healthcare and nutrition expertise, and trade show marketing force. An in-house Publicis Culinary & Nutrition Center, led by two registered dietitians, is a unique asset available to clients and delivers award-winning work.

With offices in New York City and Seattle, Publicis Consultants USA is a full-service public relations and marketing agency representing top-tier brands such as

Nestlé and sanofi-aventis, and emerging brands of national interest. Visit us at [www.publicis-pr.com](http://www.publicis-pr.com)

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David Semanoff, *Associate Vice President and Head of Food, Wine + Spirits*

Quinn & Co.'s Food, Wine + Spirits division, led by David Semanoff, has a goal of making Quinn & Co. the go-to firm in FWS. All team members think like owners and brand managers to help clients achieve their goals. We drive creative campaigns, A-list media results, digital/social media initiatives and important partnerships. Our friends include many clients, chefs, journalists and industry colleagues.

The team conducted the PR for the high-visibility opening of Jim Lahey's celebrated Co. in NYC. Placements reached over 264,000,000 potential diners and increased sales. After Lahey appeared on "MARTHA" almost the entire audience flocked to Co. We helped propel Chef Tony Mantuano to national acclaim; drive business to his Chicago restaurants, Spiaggia and Cafe Spiaggia, and spur sales of his book, "Wine Bar Food," which is now in its second printing. Over-the-top placements include Chef's run on Bravo's "Top Chef Masters" season 2, a guest judge on "Top Chef: All Stars," "Nightline," *Wall Street Journal*, *New York Times* (4X), *Wine Enthusiast*, *New York Magazine*, *La Cucina Italiana*, *Huffington Post*, *Associated Press*, *USA Today*, *Food & Wine* (2x), *O*, *The Oprah Magazine*, *People*, *Vanity Fair Italy*, "The Early Show," "Today Show," "The Martha Stewart Show" and "ABC News Now."

Chef Mantuano turned to us to open his latest restaurant, Terzo Piano, at the Art Institute of Chicago's Modern Wing. Press to date includes: *Food & Wine*, *New York Times*, \*Wallpaper,

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