

Mexico's Largest Restaurant Company Retains Quantified Marketing Group

ORLANDO, FL /Send2Press Newswire/ – Known as the nation's only full-service strategic marketing and public relations firm exclusively focused on the restaurant industry, Orlando-based Quantified Marketing Group has crafted a niche that has dramatically increased revenues over the last year. The company's growth received a significant boost when Mexico's largest restaurant company recently announced that Quantified Marketing Group was named its outsourced marketing department.

Based in Cancun with restaurants across Mexico and the Caribbean, Grupo Anderson's is expanding into the United States this year with a \$25 million investment and locations in Myrtle Beach, Honolulu and Las Vegas. The restaurant company's officials project that each store will generate \$8-\$20 million in annual sales mirroring figures of their existing locations in Mexico and the Caribbean.

Because their initial expansion is emphasizing single-unit locations in high-volume, tourist-driven markets and these units are not concentrated in one geographic area – this warrants grassroots marketing and public relations campaigns to help reach sales projections rather than costly mass media advertising programs. Thus the main reason they turned to Quantified Marketing Group.

Quantified Marketing Group is implementing comprehensive marketing and public relations strategies for the restaurant company's brands in Cancun, which include Senor Frog's, Carlos n' Charlie's and Glazz, a high-end Asian restaurant. Quantified Marketing Group is also helping Grupo Anderson's launch the Senor Frog's May opening in Myrtle Beach. The company will open Senor Frog's locations in Honolulu and Las Vegas in the fourth quarter of this year.

Established by restaurant marketing strategist Aaron Allen in 2001, Quantified Marketing Group works with high-volume independent restaurants, chain restaurants and leading supplier companies in the development and execution of marketing and public relations strategies. The company has evolved from a small organization that offered strategic marketing services to a full-service firm that manages complete outsourced marketing, public relations and strategic brand management responsibilities, as illustrated by the role it is spearheading for Grupo Anderson's.

The relationship with Grupo Anderson's represents QMG's most prominent contract at \$35,000 per month in net revenues, and is expected to rise with the sales growth of the restaurants. Taking a non-traditional approach, QMG does not advocate traditional advertising, instead focusing efforts on local store marketing and public relations.

More information: www.quantifiedmarketing.com.

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