

A 20 Lemons Case Study:

22 WEST
← TAP AND GRILL →



At a Glance

COMPANY NAME

22 West Tap and Grill

LOCATION

Bridgewater, New Jersey

WEBSITE

www.22westtapandgrill.com

INDUSTRY

Hospitality

KEY CHALLENGES

- Staying current during an era of new, versatile food trends
- Keeping up with new restaurants that cater to trendy food niches, while also retaining status as a New Jersey hospitality industry veteran
- Keeping an interesting list of weekend events
 - Pressure to sell out each event after so many sold-out shows, events, and wine dinners
- Reaching out to loyal customers as well as new patrons each month, balancing demand for new offerings with traditional customer favorites
- Running 22 West Tap and Grill while conceptualizing and opening a new deli

IMPLEMENTATION HIGHLIGHTS

- Refreshing direct mail design and email templates
- Keeping the brand and website updated with new menus, events, and appealing layouts while also delivering quality food and restaurant events
- Creating menus that cater to traditionalists as well as customers looking to try something new
 - Continually updating beer offerings
 - Perfecting menus for dinner, wine tastings and other events, catering (i.e. Super Bowl menu)
- Creating completely new and original branding for the concept: Main Street Gourmet Deli
 - Logo design
 - Menu layout and offerings
 - Planning a restaurant opening for the new deli

KEY BENEFITS

- Creating and maintaining a well-designed and eye-catching logo and website
 - Results in branding that customers recognize as reliable and delicious among the many players in the CNJ hospitality industry
- Consistent communication with clients via print and digital marketing methods
- Building and maintaining customer trust





By maintaining reliability with 22 West Tap and Grill, customers who hear about Main Street Gourmet Deli will be more likely to give the new concept a try—and vice versa.



OUR STORY BEGINS

In 2016, Chef Kevin Trimarchi went into business for himself after conceptualizing the idea for 22 West Tap and Grill. The brick-lined tavern and sports bar is located at 1601 Route 22 in Bridgewater, NJ 08805.

Trimarchi was set to live the American Dream with his very own business. While his professional culinary skills were unmatched against the majority of sports bar owners, he sought help with branding, website design, and marketing knowledge from Noelle Stary of 20 Lemons.

HOSPITALITY MARKETING THAT WORKS

Fast forward to 2019: Noelle and Kevin have collaborated to find the perfect mix of branding and marketing techniques to not just fill 22 West, but make it a community staple. Before the first opening was ever announced, the teams at 22 West and 20 Lemons had their heads together designing the restaurant's aesthetic. From the brick-lined walls and beautiful wooden double doors, to the logo that would adorn everything from the outside of the building to the company business cards—it would look and feel just as good as the food tastes.

IF YOU'VE GOT IT—FLAUNT IT

Noelle Stary is a huge believer in marketing that starts with a water-tight base. In other words, promoting a business and trying to reach new customers is much easier when a restaurant looks, feels, and tastes as good as 22 West Tap and Grill.

The website, social media posts, email blasts, and print media would be much less effective if the menu items and events weren't so desirable. Bi-weekly emails to customers showcase mouth-watering steaks, barbecued ribs, gooey bacon mac-n-cheese, frothy draught beers, and perfectly garnished cocktails. If that wasn't enough on its own, 22 West advertises events that consistently sell-out; seasonal wine dinners are always a huge hit and customers flock to the location to hear local NJ bands as well as crowd-pleasing DJs.

WELL THAT WORKED... LET'S DO IT AGAIN

They say if it isn't broken, don't fix it. So, rather than trying something new with 22 West, Kevin realized his success and figured it was time to do it all over again—this time on Main Street in Somerville.



— GOURMET DELI —

Kevin once again reached out to 20 Lemons to help turn his vision for a classic Jersey deli into a reality. After talking logo design with Trimarchi, the team at 20 Lemons made note of symbols, fonts, and colors that Kevin thought might be able to describe the deli he was set to open. After delivering a variety of concepts and honing in on one in particular, the branding process was set. The look and feel of Main Street Gourmet Deli's new 'street sign' logo would transfer into the design of the restaurant, the website, the menus, business cards, and much more.

In March of 2019, Kevin Trimarchi is set to launch his newest concept for the residents and visitors of Somerville. Main Street Gourmet Deli is the epitome of what people look for in a New Jersey deli.

Say what you will about New York and Philadelphia cuisine, but if Jersey does anything proper, it's the "Classic Deli." Main Street Gourmet Deli will provide the people and visitors of Somerville with a dependable and delicious deli location in the heart of town. Trimarchi has assembled a hardworking crew that gets the job done right every time—ensuring customer satisfaction. Get to know the faces behind the counter, because Kevin and his team are here to stay.