



The Great Greek Mediterranean Grill NSO PR Program Recap

Rancho Cucamonga, CA

TILSON PR

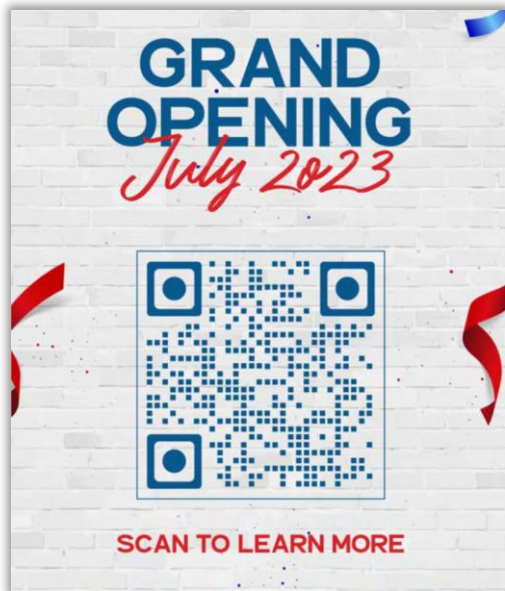
To generate buzz and awareness for The Great Greek Mediterranean Grill in Rancho Cucamonga, Tilson PR executed the following tactics:

- Collaborated with the **Rancho Cucamonga Chamber of Commerce** to coordinate a ribbon-cutting ceremony
- Secured and coordinated non-profit fundraiser with **Rancho Cucamonga High School's Athletics Department**
- Drafted and pitched NRO press release to local media, securing **23 placements** and over **6.9 million impressions**
 - Top local features include: *The Press-Enterprise, San Bernardino Sun, Daily Bulletin, Rancho Cucamonga Today*
- Secured social collaborations with **local foodie + lifestyle influencers**, @foodie_v, @ie.eats, @imakeitspicy, @adventureswithhongie and @rancho_Cucamonga_eats, resulting in over **83.5k impressions**
- Coordinated Yelp Elite event, resulting in **(63) 4- and 5-star Yelp reviews on the Elite event page**
- Secured weeklong, on-air radio promotion with the top local station, **KFRG-FM**
 - **Promotional Value: \$7,950** (Cost to TGG = \$250 in gift cards)

Media Value: \$21,520 | Total Impressions: 7.2+ Million

Ribbon Cutting Ceremony + Non-Profit Fundraiser

The Tilson Team collaborated with the **Rancho Cucamonga Chamber of Commerce** to coordinate the Rancho Cucamonga restaurant's ribbon-cutting ceremony, in addition to securing and coordinating a partnership with **Rancho Cucamonga High School** in which a portion of the proceeds from sales for the day were donated to support the high school's athletic department. This community relationship-building partnership provided the opportunity to introduce the restaurant to potential new customers, while building a positive reputation among local families and opening the door for future partnership opportunities. |



**RANCHO CUCAMONGA
HIGH SCHOOL**




Media Highlights

The Tilson Team drafted and pitched The Great Greek Mediterranean Grill Rancho Cucamonga NSO press release, securing **23 placements in top local outlets** and **over 6.9 million impressions**.




DAILY BULLETIN

Great Greek Mediterranean Grill opens in Rancho Cucamonga



Rancho Cucamonga residents have a new choice in Mediterranean dining. The Great Greek Mediterranean Grill opened Monday, July 17 near Victoria Gardens with a menu that goes beyond gyros and hummus.

The fast casual restaurant offers such items as souvlaki plates with lamb, chicken, pork, or shrimp skewers; Mediterranean salad, eggplant dip with pita, dolmades, stuffed grape leaves, and falafel pita.



Kids' choices include a grilled cheese pita with fries.


Desserts include baklava and baklava ice cream, vanilla bean topped with crushed baklava and honey.

Prices run \$7.95-\$31.95 for sandwiches, \$14.49-\$17.95-\$18 for plates and \$5.49-\$6.49 for appetizers.

The chain was founded in Henderson, Nevada, in 2015, according to its website but is only now here. This is its second restaurant in Southern California, following one in San Diego.

THE PRESS-ENTERPRISE

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The chain was founded in Henderson, Nevada, in 2015, according to its website but is only now here. This is its second restaurant in Southern California, following one in San Diego.

It is at 11995 Foothill Blvd., Suite 120, less than a mile west of Victoria Gardens in a shopping center called Victoria Commons.

Information: 909-481-4976, thegreatgreekgrill.com


THE SUN

Great Greek Mediterranean Grill opens in Rancho Cucamonga



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1 of 4

The Great Greek Mediterranean Grill has opened in Rancho Cucamonga. (Photo by Freddie Burk, The Press-Enterprise/Scripps)

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Grand Ribbon Cutting Ceremony for The Great Greek Mediterranean Grill

Please note that this is a date change.

Grand Ribbon Cutting Ceremony for The Great Greek Mediterranean Grill

You're cordially invited to join us in celebrating a momentous occasion – the Grand Ribbon Cutting Ceremony for The Great Greek Mediterranean Grill

In partnership with the Rancho Chamber of Commerce and the City of Rancho Cucamonga, we're rolling out the red carpet to welcome this exciting addition to our community. This event promises to be a remarkable celebration of entrepreneurship, growth, and community spirit.

Meet the The Great Greek Mediterranean Grill Team: Get to know the passionate individuals behind the Great FOOD.

Networking: Connect with fellow community members, business leaders, and local officials. Strengthen existing relationships and build new ones.

City and County Representatives: Hear from esteemed representatives of the City of Rancho Cucamonga and other local City and County of San Bernardino about the positive impact The Great Greek Mediterranean Grill will have on our area.

Chamber of Commerce: Discover the valuable resources and support that the Chamber of Commerce offers to local businesses.

Let's come together to support and celebrate the growth of our community.

Register >>

Set a Reminder


Date and Time
Tuesday Sep 12, 2023
5:30 PM - 6:30 PM PDT



Media Highlights

The Sun @sbsun Follow

Greater LA's first Great Greek Mediterranean Grill opens in Rancho Cucamonga




Great Greek Mediterranean Grill opens in Rancho Cucamonga

From sbsun.com

Inland Valley Daily Bulletin @ivdailybulletin

Also, the 909 Night Market is coming to the Fairplex in Pomona.



THE EAT INDEX.COM
The Eat Index IE: New restaurants here, plus new eats at Disney California Adventure

Like Comment Share

Daily Bulletin @ivdailybulletin

Greater LA's first Great Greek Mediterranean Grill opens in Rancho Cucamonga



dailybulletin.com
Great Greek Mediterranean Grill opens in Rancho Cucamonga
The chain, which is new to Southern California, serves several dips and skewers in addition to baklava ice cream.

1:45 PM · Jul 18, 2023 · 260 Views

Comment Like Bookmark Share

San Bernardino Sun @sbsun

Also, the 909 Night Market is coming to the Fairplex in Pomona.



SBSUN.COM
The Eat Index IE: New restaurants here, plus new eats at Disney California Adventure

Like Comment Share

The Press-Enterprise @pressenterprise

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PRESSENTERPRISE.COM
The Eat Index IE: New restaurants here, plus new eats at Disney California Adventure

Like Comment Share

The Press-Enterprise @pressenterprise

Greater LA's first Great Greek Mediterranean Grill opens in Rancho Cucamonga trib.al/BpXvF85

1:45 PM · Jul 18, 2023 · 371 Views

Comment Retweet Like Bookmark Share

Inside SoCal Entertainment @InsideSoCalENT

Greater LA's first Great Greek Mediterranean Grill opens in Rancho Cucamonga



Great Greek Mediterranean Grill opens in Rancho Cucamonga

From pressenterprise.com

2:09 PM · Jul 18, 2023 · 9 Views

Comment Retweet Like Bookmark Share

Daily Bulletin @ivdailybulletin

Greater LA's first Great Greek Mediterranean Grill opens in Rancho Cucamonga



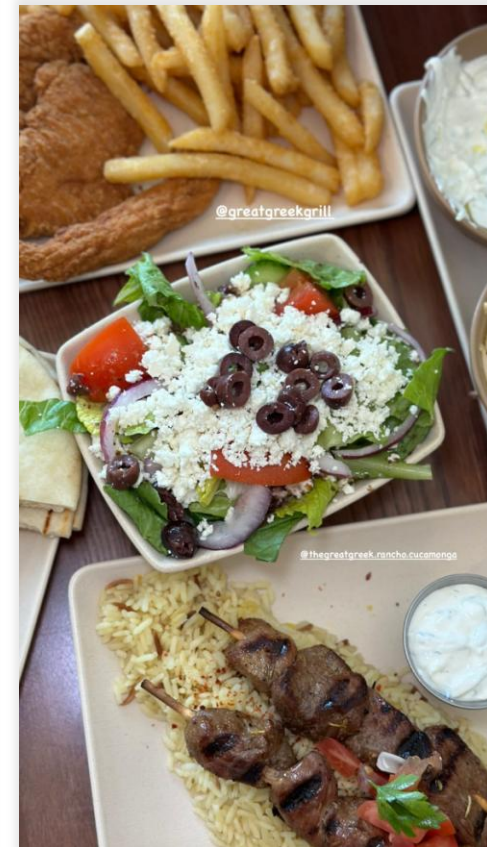
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1:45 PM · Jul 18, 2023 · 259 Views

Comment Retweet Like Bookmark Share

Influencer Highlights

Tilson PR secured social media collaborations with five top local foodie and lifestyle influencers, including @foodie_v, @ie.eats, @imakeitspicy, @adventureswithhongie and @rancho_Cucamonga_eats. In exchange for a complimentary meal, each influencer promoted the Rancho Cucamonga restaurant on their Instagram accounts, resulting in over 83.5k impressions.



Influencer Highlights

@foodie_v



foodie_v
Global Genius • Jazzy Wanderer

foodie_v The Great Greek Mediterranean Grill #ad @thegreatgreek.rancho.cucamonga is now open in Rancho Cucamonga and today through Sept. 14th they are celebrating their grand opening 🎉 On Sept. 13th, the first 50 guests will be a gyro hero by getting a free gyro and a limited edition gyro hero comeback t-shirt. Plus a chance to win free gyros for a year! All their food is freshly made and they also have catering options. I have to say everything was delicious and their baklava ice cream was love at first bite 🥰

📍 11995 Foothill Blvd. Ste. 120 Rancho Cucamonga, 91730

#foodieeats #iefoodie #thegreatgreekmediterraneangrill #liveyourlifedeliciously #greekfood #mediterraneanfood #socaleats #baklava #ranhocucamonga #iefood #greekfoodies

21 w

jesteeicedtea Making me hungry 🤤

21 w 1 like Reply

Liked by bellythebeast and others

12 September 2023

Add a comment...



foodie_v Following Message

371 posts 7,227 followers 2,448 following

Varinia - Foodie, v 🌸🌸🌸🌸🌸
Digital creator
• IE, OC
I love food & cats 🐾
Help Bite 📍
Like 11:9-10. My pursuit 📺 Jesus 🙏
📍 www.tiktok.com/@foodie_v_eats

Followed by ifoodgoddess and iexplorer

My Loves My Cats Me Foodie Meet... Favorite Rec...

Influencer Highlights

@ie.eats

Click to watch!



ie.eats
Great Greek Grill - Rancho Cucamonga

ie.eats My family had the best experience at The Great Greek Mediterranean Grill in Rancho Cucamonga! Every single thing we tried (and we tried a lot) was incredible! 🌟🌟🌟

@thegreatgreek.rancho.cucamonga makes all their dishes fresh to order, with savory seasonings, tender meat, and flavorful creamy sauces.

I especially loved the lamb and steak skewers with crispy feta fries. My son loved the Athenian lamb burger and the shrimp skewer. 🍴

Hubby loved the gyro and salmon Greek salad. 🐟

The creamy hummus, eggplant, and tzatziki sauces with homemade pita were our favorite apps with the fresh made pita bread. 🍞

For dessert, we loved the baklava vanilla ice cream with honey, served alongside homemade baklava and rice pudding!

The service was so kind and knowledgeable - we'll definitely be back! ❤️

#greatgreekgrill #thegreatgreekmediterraneangrill #liveyourlifedeliciously #inlandempireeats #ie.eats #ranhocucamonga #iecommunity #iefood #ie #iefoodie #greekfood #Greek #Mediterranean #rc

23 w

rancho_cucamonga_eats 🤤🤤🤤 yum we ate there twice last week lol

23 w 2 likes Reply

View replies (3)

tilsonpr Yum! Looks delicious

23 w Reply

vivian.e.infantino Good looks outstanding. So fresh it's practically jumping off the page (screen!).

23 w 1 like Reply

View replies (1)

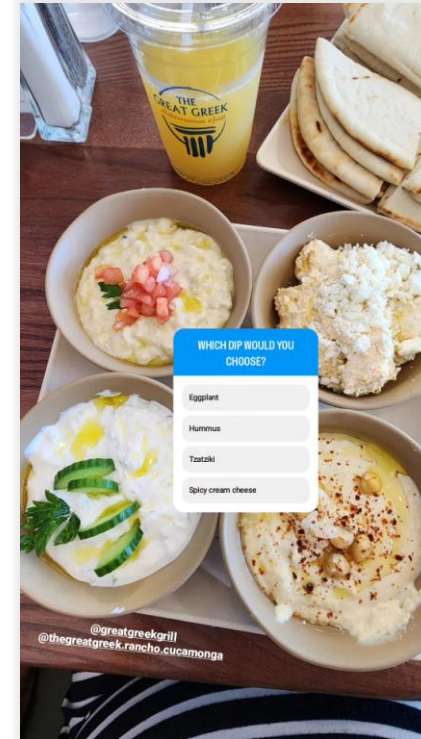
freekeytea This place is outstanding.

23 w 2 likes Reply

Liked by tendershack and 84 others

28 August 2023

Add a comment...



Influencer Highlights

@rancho_cucamonga_eats



rancho_cucamonga_eats and thegreatgreek.rancho.cucamonga Original audio

rancho_cucamonga_eats @greatgreekgrill @thegreatgreek.rancho.cucamonga is now open at 11995 Foothill Blvd, Rancho Cucamonga, CA 91730 Travis and I tried a bunch of their appetizers including the Four Dip Trio, Avgolemono Soup, Dolmades, Feta Fries and the #Souvlaki. We were already so stuffed but had enough room to try their #baklavaicecream

#TheGreatGreekMediterraneanGrill #LiveYourLifeDeliciously #ad #ranhocucamonga #greekfood #inlandempire #inlandempirefood

23 w

tilsonpr Looks so good!
23 w 1 like Reply

thegreatgreek.rancho.cucamonga Thanks a lot 🥰🥰
5 d 1 like Reply

jandbabyd I just ordered this yesterday to try it and it was ok! Will not going back the good was cold and the meat was dry!
23 w 1 like Reply

— View replies (4)

imakeitspicy 🍷 Baklava ice cream sounds magical lol
23 w 4 likes Reply

— View replies (1)

freekeytea I'm getting a donut next door to eat with my baklava ice cream
23 w 1 like Reply

lillybugz12 Went there a couple of weeks ago it was so good 🍷
23 w 2 likes Reply

freekeytea I'm there today
23 w Reply

Liked by thegreatgreek.rancho.cucamonga and 351 others
25 August 2023

Add a comment...



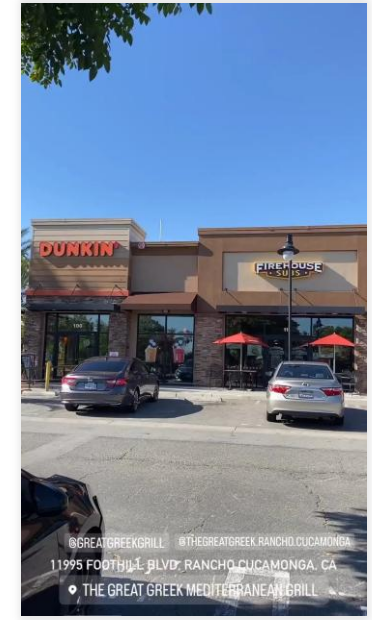
mrseaglescheerleader Oooh nice!!!!!! We will have to swing by!! 🍷🍷🍷
23w 1 like Reply

skinwithmichelle This looks so good
23w 1 like Reply



stanleysteemer.social Looks so good 🍷
23w 1 like Reply

Click to watch!



Influencer Highlights

@adventurewithhongie



adventurewithhongie • Following
The Great Greek Mediterranean Grill

adventurewithhongie Edited • 19 w
We took my Mother-in-law out for some Greek food this weekend.

@thegreatgreek_rancho.cucamonga just opened up and we got to enjoy several of their amazing dishes!

Here is what we had:

- Four dip combo
- Avgolemono soup
- Chicken breast souvlaki plate
- Lamp plate
- Dessert sampler (Double baklava ice cream and rice pudding)

The Avgolemono soup was almost like a chicken noodle soup but with rice. I wish I had some more of that. The

352 likes
26 September 2023

Add a comment...

Influencer Highlights

@imakeitspicy

Click to watch!



imakeitspicy • Following Message

390 posts 7,076 followers 1,676 following

Duri Hussain

imakeitspicy

Digital creator
Inland Empire CA
Living My Best Life uspk
#yelpelite #recipes #familytime
Find my Amazon faves below
www.amazon.com/shop/imakeitspicy + 1

Yelp Elite Week



To build relationships with local foodies and introduce The Great Greek Mediterranean Grill to the Yelp Elite community in Rancho Cucamonga, Tilson PR coordinated a Yelp Elite Week event in which the restaurant hosted influential Rancho Cucamonga-area Yelpers to enjoy a complimentary meal at their convenience. The event resulted in (63) 4- and 5-star reviews on the Elite event page.



Leeanna C. Elite 24
Beaumont, CA
@ 4468 📍 613 📧 11817

★★★★★ Oct 14, 2023

I was just introduced to this place during elite week and have been back several times already with a friend or the fam. It's a newer restaurant so it's clean and tables are well kept. The staff and service is prompt and friendly.

The food here is executed exceptionally well. It really hits all the spot. I've tried several items now and it's just all great, though I did have higher hopes for the lemon potatoes. They're crispy like they should be, but I can't put my finger on what's missing. Either way, still all good here.

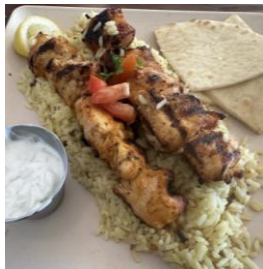


Charlene C. Elite 24
Rancho Cucamonga, CA
@ 1809 📍 1150 📧 8193

★★★★★ Oct 6, 2023

📷 3 photos

This was an awesome event. The restaurant is located by the Dunkin Donuts. Parking was plentiful and upon arriving I was immediately greeted. The interior was bright and clean. I ordered the Great Gyro sandwich and ordered a second one for my husband. I went with feta fries. Everything was really delicious and I received very friendly service.

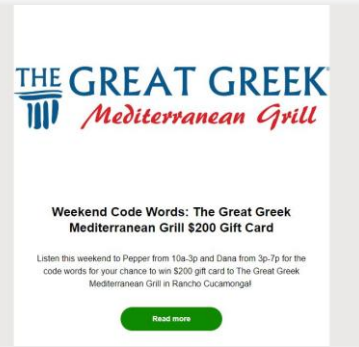


Earned Radio Overview

Without placing a media buy, Tilson PR secured a weeklong, on-air radio promotional giveaway with the top local station, **KFRG-FM**. In exchange for gift cards that the station gave away on air to lucky listeners, TGG messaging was shared on air, online and on the station's social channels.



KFRG-FM Promotion Results
Total Impressions/Listenership: 2,604,831
On-Air Mentions: 18
\$ in Gift Cards: \$250
Promotional Value: \$7,950



Weekend Code Words: The Great Greek Mediterranean Grill \$200 Gift Card
 Listen to Pepper 10a-3p and Dana 3p-7p THIS WEEKEND for your code words and enter for your chance to win!

THE GREAT GREEK Mediterranean Grill

Listen this weekend to Pepper from 10a-3p and Dana from 3p-7p for the code words for your chance to win \$200 gift card to The Great Greek Mediterranean Grill in Rancho Cucamonga! Once you hear the code word at around the :05, enter it below, and you're entered! Don't forget, "liking" or "following" K-FROG socials on the entry form below gets you extra entries!

Live Your Life Deliciously at **The Great Greek Mediterranean Grill!** Now open in Rancho Cucamonga, enjoy flavorful and authentic Mediterranean cuisine, including dishes like Lamb, Steak and Chicken Souvlaki platters, traditional Gyros, made-to-order fresh Feta Fries, Greek salads and more, all available for dine-in, pick-up, catering and delivery.

Everything at The Great Greek Mediterranean Grill is crafted using recipes that have been passed down for generations. Guest favorites include:

The Great Greek Gyro - Beef and Lamb or Grilled Chicken topped with Lettuce, Tomatoes, Red Onions, Tzatziki and Feta Cheese, wrapped in fresh Pita Bread
Chicken Souvlaki - Grilled Chicken topped with Lemon Oil served over Rice Pilaf alongside Tzatziki and fresh Pita Bread
Baklava - Classic Greek dessert with layers of Filo Dough, Walnuts and Honey Syrup

Weekend Code Words: The Great Greek Mediterranean Grill \$200 Gift Card
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Thank you!

TILSON PR