

WORDHAMPTON

PUBLIC RELATIONS

NICK & TONI'S

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In 1992, WordHampton began representing the Hamptons pioneer in fine dining, Nick & Toni's. The East Hampton restaurant splashed onto the scene in 1988 receiving a much-publicized opening with bold face names from the film industry. WordHampton sought to solidify that successful launch and establish the restaurant as the first choice for fine dining on the East End among visitors to the area and locals. Based on its strong culinary credentials and the restaurant being at the forefront of farm-to-table cuisine and restaurants with gardens, WordHampton also positioned Nick & Toni's as a leader in culinary trends and one of the top restaurants on Long Island to local, regional and national food media.

Over the past 25+ years representing the signature restaurant, WordHampton has employed a strategy of targeting media placements that share the story of all of the elements that make the restaurant successful, from the team and the food to the philosophy and the community commitment. Millions of impressions through thousands of media mentions have helped to propel Nick & Toni's to its current position as THE power restaurant in the Hamptons. In addition to capitalizing on the restaurant's frequent star power, for which WordHampton has placed hundreds of celebrity sightings in gossip columns, Nick & Toni's has garnered top accolades from top media outlets including Bon Appetit, Conde Nast, Instyle, GQ, Vanity Fair, The New York Times, the Wall Street Journal, Newsday, New York Magazine and the New York Post, as well as television appearances on the Today Show, The Food Network and Good Day New York.

In addition, WordHampton has also successfully represented Ben's Kosher Delicatessen, Panama Hatties, Ponty Bistro (Harlem), Sandbar, TGANYC (midtown Manhattan), Danford's Hotel, Resort and Marina, Navy Beach, Montauk Yacht Club, Garden City Hotel, Kontokosta Winery, and Morton's Steakhouse.