



Dining Alliance Expands Market Presence, Moves to Develop National Brand Awareness

Restaurant buying collaborative selects Concept Branding Group as Brand Development Agency to lead expansion strategy in new and existing markets

Boston, MA–May 8, 2009 (PRWEB) – Building on its established 11-year tradition of providing independent and small chain restaurant operators with buying power advantages typically only seen by the largest of hotels and restaurant chains, the 1800-member upstate NY based Dining Alliance has selected Concept Branding Group to lead internal and external brand review aimed at expanding and refining communication of the unique benefits the company brings to its growing membership.

“We realize that as we grow, the marketplace also evolves. We need to continually work toward better ways to showcase our offering and communicate our advantages. Restaurateurs who wish to thrive in the current economic downturn need a new approach to supplier management. Our company provides important advantages to the long and short term success of many independent businesses”, said John Davie, company President. “Concept Branding Group was a perfect fit with us given its depth of experience in refining and expanding brand awareness in the hospitality industry.”

From its roots in upstate NY, Dining Alliance provides its membership restaurants with the benefits of local supplier contract negotiation, manufacturer rebate claim fulfillment, and professional price-control auditing previously only available to the largest of food service operators. All this is provided in a transparent and unobtrusive manner that is provided free of charge to its members. Dining Alliance has member service personnel placed in Rochester, Buffalo, NY, Boston, MA, Baltimore, Washington, DC and Phoenix, Arizona.

Over the coming months Concept Branding Group will be working alongside company managers and individual unit team members to implement expanded association outreach and brand awareness programs. “We are honored to be working with such a powerful and vibrant collaborative as it develops new markets and expands its services nationally,” said Tom Kelley, Managing Partner of Concept Branding Group. “The new economy creates both new challenges, and opportunities to those who can evolve. Our team is thrilled to be working with John and his staff to make sure even more businesses and ultimately their customers benefit from the one-of-a-kind authentic cost savings and management services that Dining Alliance provides so well.”

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Dining Alliance, Inc. has been providing members with advanced contract price management services since 1997. Local service providers are hand selected from a proven pool of applicants by an appointed board of local industry leaders. Manufacturer rebate claim fulfillment services, broadline consulting, existing vendor audits, credit card processing, trash removal consulting and discount programs on insurance, payroll and credit card processing are available to members nationally. www.diningalliance.com

Concept Branding Group is a strategic public and industry outreach consulting firm headquartered in Washington DC. The firm specializes in developing brand, marketing, and operational growth and expansion platforms for companies and organizations regionally and nationally. www.conceptbrandinggroup.com

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