

## Satire Service

Satirical Web site attracts business and makes people laugh. By Amanda Baltazar

**T**he Onion better watch out: There's a new game in town. The new player is Food Chain Month Daily ([www.food-chainmonthdaily.com](http://www.food-chainmonthdaily.com)), a satirical Web site designed just for the food industry.

Responsible for the site are the three partners and brains behind the food industry ad agency G&M Plumbing: CMO Randy Lopez and co-creative directors Glenn Miller and Mickey Taylor.

If you meet these three men, you know they're all about having fun and making people laugh. But there is a more serious idea behind the site.

"We want to demonstrate our knowledge of the industry," Miller says. "This is a way to introduce ourselves. ... It's a fun, creative business tool."

The message they're sending is that they have a sense of humor, Lopez says, and also a strong sense of what's going on in the industry. "It also shows the capabilities of what we do, without us spending a lot of money."

And people are getting it, he says. "It's a great calling card."


G&M's logo is on the site, so visitors can easily click on it and go to the company's Web site to learn more. "We try not to hit them over the head with it and take away the entertainment value," Miller says.

Food Chain Month Daily was launched in May, to coincide with the National Restaurant Association Restaurant, Hotel-Motel Show. G&M Plumbing began by e-mailing a newsletter to a very targeted group of marketing insiders—people they knew would appreciate the site.

Before long, to their satisfaction, the partners saw a strong pass-along rate to colleagues and lower-ranked employees.

Now about 1,000 people get the newsletter, which is sent out once a month, although the partners hope that will soon increase to twice a month.

According to Miller, most people are just enjoying the entertainment factor and not really making the connection with G&M. "But we like to think we're brightening people's day," he says.

The Web site doesn't just come down to finding new business. The best thing about the site, Lopez says: "You have one of those high school laughs every day." 

**Food Chain Month Daily**  
FAKE INSIGHT FOR RESTAURANT EXECUTIVES

G&M Plumbing Written and Produced by G&M Plumbing

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Immediately following Olive Garden's announcement of a strong 4th quarter performance, parent company Darden proudly displayed a bumper sticker which reads "My Restaurant Chain Had a Great 4th Quarter." "We've seen other parent companies driving around boasting about what their restaurants have done and have always felt a little jealous," said Darden. "So when we got the positive report from one of our little darlings, we couldn't wait to show our pride with this bumper sticker," they added.

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