**J&G Steakhouse**

J&G Steakhouse, rated as a top 100 Restaurant in Washington, D.C., was a popular steakhouse located in the W Hotel in the heart of the city. In 2013 the restaurant was ready to include a more playful, energetic and approachable vibe with a renovation and main bar addition. The desire was to introduce a re-invented ‘urban steak environment’ as a distinct differentiation between the more traditional steakhouse model. The bar addition was to be visual presence in the room, focused on the martini-culture, signature dishes, and an expanded social experience.

J&G Steakhouse tapped Dinamic Communications to create a large re-opening party as well as create buzz and invite influencers to experience the new space, menu and spirits.

The initial relaunch party was a partnered event with *DC Modern Luxury Magazine* and included the who’s who of D.C. with top writers and editors, local influencers, social bloggers, tourism and chamber leaders, as well as neighbors to the restaurant. The event was interactive with photo booth, passed hor’s d’oeuvres and tastes, and demonstrations of the martini cart, and live music on the patio.

The party was very well attended and resulted in several bookings for private dining events and a steady flow on guests for lunch and dinner.

Through the continuing months editors from the top magazines dined and reported on the new renovation and addition of the hip new bar. We were also able to secure television segments on all of the morning talk shows with the chef and the corporate mixologist from New York City.

Features included photo shoots and reviews in *The Washington Post, Washington Business Journal, DC Magazine, Washingtonian, Capitol File Magazine, Washington Life, Where, Washington Flyer, Washington Diplomat* to name a few.

J&G Steakhouse was also chosen as a Best of Washingtonian and participated in the very popular party in June. Dinamic Communications also made recommendations and secured spots for Chef Reininger to participate in several of the cities high level charitable food events.