



acre

MEDIA KIT

Business: Acre

Contact: Mary-Coker Green

BIO OF KEY EXECUTIVES



David Bancroft - Chef and Owner of Acre

Relevant work experience/expertise: Executive chef and owner of Acre. Bancroft is a three-time James Beard Award Semifinalist for best chef in the South. He opened Acre in 2013 and later opened Bow & Arrow Barbecue in Auburn. He is the 2017 winner of the Food Network “Iron Chef Showdown”



Caleb Fisher - The Chef de Cuisine at Acre

Relevant work experience/expertise: Fischer has roots in Texas culture and cuisine. He is the former Chef de Cuisine at The Hotel at Auburn University & Dixon Conference Center, former Sous Chef at Epic Restaurant and former Line Cook at Maestro's 2300. He has a Bachelor in Culinary Management at The International Culinary School at The Art Institute of Atlanta.



John David Hammond - General Manager

Relevant work experience/expertise: John David brings over a decade of experience in leadership, revenue generation, and guest satisfaction. He has been a Line Cook and Kitchen Manager at Moe's Original Bar-B-Que, Intern at Triple Creek Ranch, Front House Manager, Beverage Director, and Kitchen Manager at Pappas Restaurants, and Assistant General Manager at Acre.



Blake Field - General Manager

Relevant work experience/expertise: Blake received a Bachelor of Education (B.Ed.) of Adult and Continuing Education and Teachings. He is the former General Manager of Moe's Original Bar-B-Que as well as the Kitchen Assistant and Assistant General Manager at Acre.

CORPORATE PROFILE



Acre is a delightful anachronism - a restaurant with sophisticated charm and repurposed architecture details serving stylishly modern food with roots deep in Southern soil. Good traditions for good people, a neighborhood place perfect for conducting business, relaxing with friends or making memories with family.

Acres is located in the historic downtown district of Auburn just three blocks from Toomer's Corner, the heart of the Auburn community. Chef David Bancroft and his team bring classic favorites to the table with fresh, innovative flavors and artistic presentations. "Our goal is to interpret the complex, traditional tastes of the Deep South in a totally fresh and modern way," says Bancroft.

Acres strives to be a vibrant part of the "Auburn" experience welcoming students, returning alums and University guests to celebrate everything we treasure about this special town with us. Visit our authentic Toomer's Oak Tree, a genetic clone grown from a root shoot of the famous trees that welcomed generations of the Auburn family back home. Whether meeting for a private business lunch in the Corner Room, having dinner with friends or family, or just relaxing with friends in the lounge, Acre hopes to become an Auburn tradition that you will celebrate often!

Chef Bancroft collaborates with the Auburn University Meat Lab and local ranchers to allow sourcing of responsibly farm-raised meat. Look for these charcuterie offerings on the "Butcher's Block" along with house-made pickles and jams as well as many delicious cheeses produced by local and regional artisans. Bancroft searches and finds the freshest seafood, with special emphasis to fish and shellfish from the Gulf Coast.

CORPORATE PROFILE



Charcuterie: (shahr-koo-tuh-ree) the art of salting, smoking, brining and curing meats.

Led by Bancroft, the kitchen sources from on-site gardens and orchards, local farms, and the bounty provided by the Black Belt Region, reinterpreting the rich heritage of Alabama cuisine. Acre is wrapped in edible landscapes designed to provide fresh seasonal harvest used to create delicious offerings which change daily, depending on what is ready in the garden. Fruit trees are surrounded by berries and fresh herbs. The on-site vegetable garden provides our guests with both heirloom and newly introduced varieties of produce which are harvested, prepared and served immediately.

Dine on the big front porch shaded in the summer and warmed on cool evenings by the custom hearth-style fireplace. The arched entry door invites you into an exciting culinary experience while the clean lines of the decor present stunning examples of our philosophy of using sustainable and repurposed materials when possible. Bancroft and his cousin, interior designer Emi Mason, designed the lofted ceilings to showcase beams salvaged from the 100 year old Crawford General Store, donated by Bancroft's fishing buddies, the Leto's. The interior walls are wrapped in solid oak sourced from Ten Mile Creek Farms, owned by Bancroft's grandfather, and removed when the forest was being thinned. Inside the lofted, provide dining room are black walnut floors and a charming chandelier made from an old fish basket from the family fish farm. The massive farm table was a gift to the chef from the Randle family, owners of Randle Family Farms, who provide fresh vegetables and meats for our kitchen.

FACT SHEET



MONTHLY WINE CLUB



QUARTERLY FARM FRESH PROVISIONS CLUB



QUARTERLY SOCIAL CLUB



2013 ACRE FIRST OPENED

BANCROFT WON FOOD NETWORK "IRON SHOWDOWN" 2017

2018 EXPANDED TO BOW & ARROW

PRESS:



Media Pitch

Subject: Feature Opportunity: Chef David Bancroft - Iron Chef Champion & Culinary Innovator.

Dear Food Network Team,

I hope this message finds you well. I am reaching out to introduce an exciting opportunity to feature Chef David Bancroft, the talented owner of Acre in Auburn, Alabama and winner of your prestigious Iron Chef Showdown in 2017.

Chef Bancroft is not only a celebrated chef but also a passionate advocate for locally sourced ingredients and Southern culinary traditions. His approach to cooking embodies a unique blend of creativity and authenticity, which has garnered him a loyal following and accolades in the culinary world. With a menu that highlights the best of Alabama's agricultural bounty, Acre has become a dining destination for both locals and visitors alike.

Why Chef David Bancroft?

1. **Award-Winning Experience:** As the winner of the Iron Chef Showdown, Chef Bancroft's skills and innovative culinary techniques place him among the elite in the industry. This achievement alone lends a compelling narrative for audiences.
2. **Local and Sustainable Focus:** Chef Bancroft's commitment to sourcing fresh, local ingredients not only supports Alabama farmers but also resonates with the growing trend of sustainability in the culinary arts.
3. **Engaging Storytelling:** David has a captivating personal journey that includes challenges, triumphs, and a deep love for the craft of cooking - making him an inspiring figure for Food Network's audience.
4. **Culinary Expertise:** With specialities in Southern cuisine, seafood and inventive dishes that reflect seasonal produce, Chef Bancroft can offer valuable insights and tips that would engage your viewers.

We believe that a feature of Chef Bancroft would not only elevate the profile of local Southern cuisine but also inspire viewers to explore the story behind their food. Whether through a cooking demonstration, a behind-the-scenes look at Acre, or a discussion about the modern culinary landscape, Chef Bancroft is ready to share his knowledge and passion.

Thank you for considering this opportunity. I would be happy to discuss this pitch further or arrange an interview with Chef Bancroft. I look forward to the possibility of collaborating to bring his remarkable story to your audience.

Warm regards,
Mary-Coker Green
marycoker@auburn.edu
205.215.4588
Manager of Media Relations



Target Relevant News Outlets

- **Opelika-Auburn News**

Contact Information: Mike Eads, Senior Reporter, meads@oanow.com

Outlet Description: This is one of the primary news sources for the Auburn-Opelika area. Although Acre and Chef Bancroft is well known around the area, I think showcasing the ability to do business meetings there, social events, and others would be important to note. It is also educational for those in the area to be aware of the relationships between Acre and local farms.

Submission Guidelines: Preferred communication and submission is to email one of the reporters, this pitch includes Senior Reporter Mike Eads.

- **Farm to Table Talk Podcast**

Contact Information: Rodger Wassen, Host, rodge@ideafarming.com

Outlet Description: The purpose of pitching to this Podcast is for Wassen and Chef Bancroft to talk about the importance of farm-to-table restaurants within the local Agricultural community.

Submission Guidelines: Email ideas to rodge@ideafarming.com

- **Eater**

Contact Information: Nicholas Mancall-Bitel, Senior Editor, nicholas.mancall-bitel@eater.com

Outlet Description: The purpose of this outlet was to connect the food industry and pitch as a way for restaurant community to learn more about Chef Bancroft's differing style and history within the culinary community.

Submission Guidelines: Pitch to Nicholas Mancall-Bitel, Senior Editor.

- **Food Network**

Contact Information: Maile Carpenter, Editor of Food Network Magazine, mcarpenter@hearst.com

Outlet Description: The purpose of pitching to Food Network is to resurface Chef Bancroft's name, since it's been 7 years since he won their Iron Chef Showdown. Being a previous winner of this show allows an angle as to why they should showcase his story as well as his new restaurant creations since winning in 2017.

Submission Guidelines: Email Maile Carpenter, Editor of the Magazine, or contact on social media.

- **Good Morning America**

Contact Information: Robin Roberts, Co-Anchor, robin.roberts@abc.com

Outlet Description: I wanted to include one outlet that was more of a long-shot, but still a potential. This would be a cooking segment on the show where Chef Bancroft could talk about his culinary concepts and growing businesses in Auburn to become an even greater tourist destination. This gains social awareness for both the Chef, his restaurants, and the Auburn-Opelika area.

Submission Guidelines: Send Robin Roberts an idea via email or fill out the following form on the Good Morning America website: <https://abcnews.go.com/GMA/mailform?id=12809587>

Social Media Strategy

Instagram: daily post of one food being served that day

Sunday - post at 8am, two hours before open.

Monday and Tuesday - post at lunch time, while people are hungry before they open at 5

Wednesday and Thursday - post in the morning to remind audiences that they're open for lunch, great for lunch meetings.

Friday and Saturday - post pictures of restaurant from lunch time, to remind audience that it's a great spot for "date night" "family dinner" anything you may want on the weekend.

TikTok: Twice a week

Tuesdays: Funny video/trend of different workers to highlight their involvement in the community. Acre values its serves and staff incredibly and this is a moment to highlight that.

Thursdays: Cooking Lessons with Chef Bancroft. This will be a moment for audiences to interact with Chef Bancroft themselves as he showcases some of his favorite recipes and highlight his favorite meal that Acre is serving that week.

Blog: to be shared on all platforms weekly on Thursday

Week One - Feature one of the farms and farmers that we get a large portion of our food from. Display that relationship and the importance of fresh food being served.

Week Two - This will promote the social club that we offer, for \$20 quarterly! Provide pictures as well as interviews with those that have participated and loved it, being seen and re-shared by young professionals of the Auburn-Opelika area.

Week Three - Interview with the architect Emi Mason, cousin to Chef Bancroft. This would showcase the design and atmosphere of Acre and remind audiences that it's more than just the food they consume.

Facebook: Once a week

Sunday: Post the entire menu for the coming week. This will be a great way to educate the public and agricultural community, more commonly found on Facebook, of what's currently in season and being served.

*other Facebook Post times will only include re-sharing links from articles written about Acre/food in the area/farms in the area.

Social Media Posts

INSTAGRAM



*pictured: the outside dining area set up beautifully, second picture is a steak dinner, third picture is a dessert beautifully showcased within the outside venue, twinkling lights behind.

The perfect date, under the stars. A night to remember! Whether on a date, needing a spot for celebration, or anything in between. Acre is here for the special night! Join us tonight from 5-10pm!

pictured: Mason and Bancroft setting up the restaurant, second picture of them sitting at a table together talking and laughing

Auburn University graduate and cousin to our Chef, Emi Mason, joins us to talk about the inspiration behind our beloved atmosphere here at Acre. Read our blog to learn more about her, her passion and career, and growing up with Chef Bancroft!

link to the blog will be at the end of the post

FACEBOOK



TIK TOK



pictured: reel where Chef Bancroft shows how to make his favorite Garden & Gun Grilled Cheese to be served with a bowl of tomato soup.

Ever wondered what goes into making one of our dishes? Here's a peek behind the scenes in the Acre kitchen, where our chefs are hard at work creating your favorite culinary masterpieces! Watch to see the magic behind Chef's favorite recipe...

[The author would like to acknowledge the use of ChatGPT, a language model developed by Open AI, in preparation for the assignment. ChatGPT was used in the following ways in this assignment: grammatical correction of the media pitch and idea creation for one of the social media posts.]