

# Press Kit Overview

## Goals

The main goal of this press kit is to:

1. Reinforce what the Surfside Charlies' brand represents
  - a. Surfside Charlies' wants to be a cool place for people to have fun, and luckily for them that is the energy people are met with when they visit. The brand has a fun laid back vibe and the tone of the press materials will reinforce that image.
2. Continue to spread the word that a new restaurant opened
  - a. The restaurant is still in it's infancy as it is only a few months old. In the time since it has opened lots of people have visited and it has gained a cast of recurring characters, which is great for a new business. However, there is still so much more out there, it is time for the restaurant to take that next step to expand their horizons a little bit.

## Audience

The primary audience for this press kit are the locals of Myrtle Beach, specifically those who live within the Surfside Beach area. The restaurant is geared for locals, and the locals like to have places made specifically for them. Tourists are more than welcome, but it is the locals who come back to visit regularly, especially during the off season. According to data from DataUSA, the average Surfside Beach resident is 53.7 years old with a household income of \$58,832, so most customers are likely older middle class people.

## Media

I picked a journalist named Gail Traver to send my pitch. Gail is a reporter who writes for The Sun Times located in Myrtle Beach. Based off a history of her articles, are about the restaurant industry and special events. She has done a few articles about new places that have opened and seems to like letting her readers know what places are good to eat at.

Examples:

1. <https://www.myrtlebeachonline.com/entertainment/article262024392.html> (Pay-walled)
2. <https://www.myrtlebeachonline.com/life/restaurants/article262298907.html> (Pay-walled)

## Follow Up Plans

Client:

The client is my own parents so I am already in pretty regular contact with them, speaking with them at least once a week, typically more often than that. So any information on the press materials is easy to exchange and there is an ongoing dialogue.

Media:

If the media does not respond within a week, I will message again. If they still don't respond after that, I will find someone else to message.

# Surfside Charlies' Creative Brief

1. Why are we communicating?
  - a. To spread the word that there is a new restaurant open in Surfside Beach.
2. Who is our target audience?
  - a. The primary audience is people who live in Surfside Beach and the areas around it. The average surfside resident is in their 50's and makes between \$50 and \$60 thousand dollars a year. A secondary audience would be tourists who travel during the summer months.
3. What is the most important thing about the target audience?
  - a. Most of the people who live around here are either retired or work service industry jobs, regardless of who they are they are looking for something fun to do in their free time.
4. What does the target audience think about us now?
  - a. Based of social media reaction and online reviews, the people who have visited the restaurant like it. However there is still a lot of people who do not know about it yet.
5. What do we want the audience to think?
  - a. Surfside Charlies' wants the customer to think the restaurant is a fun place with good food and atmosphere.
6. What basic promise addressing the targets self-interest can we make to guide our target to that new understanding of our product?
  - a. Surfside Charlies' is a fun place to be at
7. What evidence supports the basic promise?
  - a. Live music
  - b. Events like bingo nights
  - c. Good food and drinks
  - d. Lively bar tenders and service staff
  - e. Multiple televisions for sporting events.
8. What tactics and media should be used to communicate.
  - a. Social media like Instagram and especially Facebook has been the most effective way to reach the audience, and will continue to be. Other online advertisements like the restaurants own website and search engine optimization will also continue to be useful. Additionally print ads in local newspapers and magazines, bill boards and digital ads would be effective.

# Surfside Charlie's Backgrounder

**For Immediate Release**

Dec. 16, 2022

Surfside Charlies is a restaurant and bar located on Myrtle Beach's south end in Surfside Beach, South Carolina. The company was founded by Matt and Michelle Bametzrieder who lost their business in the during the Covid-19 pandemic. In what is now referred to as "The Great Resignation," the couple decided to pursue a dream of moving from Pittsburgh to the Carolina's to run their own restaurant.

Since Surfside Charlie's opened in May, 2022 countless have visited the restaurant to enjoy good drinks, good food and good live music. The restaurant has served people from all over the country who come to vacation in Myrtle Beach, but it's main focus is on the people who live locally in Surfside and elsewhere in Horry County. Especially as Myrtle Beach has grown exponentially over the past few years and shows no signs of slowing down. We invite everyone to come visit for a simply good time.

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For more information:

Max Bametzrieder

Public Relations Director

412-390-6678

[mcbamet@pointpark.edu](mailto:mcbamet@pointpark.edu)

# Owner Bio: Matt Bametzrieder

Dec. 16, 2022

Before opening Surfside Charlies' Matt Bametzrieder grew up in a normal middle class life in Pittsburgh. He began working in the food industry as a teenager like many people do at a Rax Roast Beef near by where he is from. He worked his way up to become a store manager and eventually left the job after graduating from Chartiers Valley High School.

After high school he worked a variety of jobs, married his high school sweet-heart, Michelle, and had three kids. After spending a few years managing a Party City store, he began running his own restaurant in 2002 when he opened a Subway franchise location. At the time, Subway was one of the fastest growing chains in the country and his Bridgeville, Pa location was one of the first in the Pittsburgh region. That location was successful and in the years after he would eventually own three different locations across Pittsburgh.

In 2008 he sold the stores citing that the food industry was too stressful and took too much time away from his family. For work he started Professional Cleaning Services, a cleaning company that cleaned both commercial and residential buildings. This would end up being relatively short lived, as he returned to the food industry in 2016 when he bought a Vocelli Pizza franchise.

The pizza business closed in the midst of the Covid-19 pandemic, a time when many people were reevaluating their careers and life style choices. While the closing of a business is always hard, the timing of it allowed him to reevaluate what he wanted to do and he was able to jump into whatever he wanted to do next.

After a lot of reflection evaluation, he decided that for his next venture he would move to Myrtle Beach, South Carolina and open a restaurant of his own. Matt had worked in the food industry nearly his whole life, but had always stuck to the franchise side of the industry, he decided for this one he would go out on his own and create his own brand. He named it Surfside Charlies' after the family's pet dog, Charlie, a female west highland terrier. Since Surfside Charlies' opened in the summer of 2022 the restaurant has gained a reputation as one of Surfside Beach's favorite local joints.

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For more information:  
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To: Gail Traver gtraver@thesunnews.com

From: Max Bametzrieder

Subject: An Invitation to Surfside Charlies'

Hello Gail,

As I am sure you are aware, lot of business have closed down since the pandemic hit in 2020. However, a new crop of businesses has risen from the ashes of those old ones and have created an opportunity for new entrepreneurs. As the great resignation had a lot of people rethinking their careers, some took a risk to really make a big change in their lives.

This the case of Surfside Charlie's in Surfside Beach. Matt and Michelle Bametzrieder from Pittsburgh decided to move down south to pursue a dream of owning their own restaurant after all their kids graduated from high school and their business up north closed during the pandemic.

As the Myrtle Beach area continues to grow and shows no signs of slowing down it is important to showcase that this is a good place to move and start a business. I have read some your articles and you definitely know about all the cool happenings in the area and I think you would like what we have going on here. We would love to have you over to show you what we are all about. If you get back to me within the next week, we'd love to set up a special visit for you and some friends to get the full Charlies' experience.

Hope this message finds you well.

Max Bametzrieder

Head of PR

412-390-6678

[mcbamet@pointpark.edu](mailto:mcbamet@pointpark.edu)

# Surfside Charlies Press Release

## **For Immediate Release**

Dec. 16, 2022

Charlies' Gives Update on Business

SURFSIDE BEACH, S.C.- Ever since we opened our doors in June the owners have been overwhelmed by the support shown from the Surfside community. On opening day we only had a few employees and were unsure of what to expect. Starting a new business is always nerve wracking, but opening in the middle of the summer in Myrtle Beach is a whole new level of crazy. There were definitely some hiccups at the beginning, but we are lucky that people like you believe in us and have kept coming back, so for that we thank you. The Surfside Beach community here has made us feel welcome and we are proud to be part of Surfside for life.

The summer season was hectic, but now that the kids have all gone back to school and the tourists have gone back home, it's just us left. Surfside Charlies' is proud to announce that going into the off season, Surfside Charlie's will remain the coolest new joint in town. We have a ton of great local bands scheduled throughout the upcoming months so keep an eye out on our socials for announcements on music.

Charlies' also have lots of great specials planned for this off season. Monday's special is a \$5 Charlie Burger and Wednesday is pasta night, so come enjoy any one of our gourmet pasta dishes at a discounted price. For football season we are offering a special game day menu with all of your game day favorites, or come play games with us on Tuesday's for bingo night, you could win free drinks.

Every weekend this small family run company comes together to serve our wonderful customers. Since we opened we have served countless drinks, have had lots of cool bands come through and have served lots of smiles. We can't wait to continue serving you for years to come.

Surfside Charlies opened in Surfside Beach in 2022 and has since established itself as a local favorite. The family owned company is named after the family dog, a female west highland terrier. Here at Charlie's we believe that good food, good drinks and good music are what brings a community together and we are proud to be a part of the Surfside Beach community.

###

For more information:

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# Surfside Charlies Fact Sheet

Dec. 16, 2022

FOR IMMEDIATE RELEASE

## Hours

Charlie's is open from 11 a.m. to 10 p.m. Sunday through Thursday and closes at midnight on Fridays and Saturdays.

## What Drinks are there?

Charlie's bar is loaded with all the liquors you could possibly need and a large beer selection that features a rotating menu of Myrtle Beaches finest micro brews. Specialty cocktails change seasonally so there is always something new to try.

## What Food is there?

Charlie's menu consists of burgers, pastas, a variety of sandwiches, a long list of appetizers and much more. Please go to our website to see the most updated version of the menu.

## What music is there?

Charlie's has bands play on its indoor stage or outside on the patio, weather permitting. Local musicians of various genres play here, including acoustic acts, country acts and classic rock cover bands. Please visit our [website](#) for an updated list of what bands are playing.

## What are the specials?

Drink and food specials change daily based on what events are going on. Please check our [Facebook](#) page for an updated list of specials.

## How can I keep in touch?

Surfside Charlies is on [Facebook](#) and [Instagram](#) and frequently posts updates on the happenings in the restaurant.

## Where is Surfside Charlies located?

Surfside Charlies is located at 800 US-17 Business in the Wild West Plaza right next door to Wild West Western Wear.

## Can I order food for take out?

Yes! You can order online at [Surfsidecharlies.com](http://Surfsidecharlies.com).

## Who is Charlie?

Charlie is the owner's beloved west highland terrier.

For more information:

Max Bametzrieder

Public Relations Director



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# Surfside Charlies' Ads

## Twitter

Got a bad case of the Mondays?

Would a burger help?

Come down to Surfside Charlies' for a \$5 Charlie Burger, only available on Mondays to give you the energy you need to get through the week.

## Facebook

Got any plans this weekend?

If the answer is yes, cancel them and come on down to Surfside Charlies'! We have all the entertainment you could need with Carolina Soul playing both Friday and Saturday night. Then the fun will roll into Sunday with NFL football and our game day specials.

Charlies' is the place to have a simply good time.

## Magazine

Visual: People drinking and listening to music on the deck at Surfside Charlies'.

Headline: Come for good food, Stay for a good time

Body copy: Surfside Charlies' specializes in providing everything you need to have a good night. Just come on down and let us provide you with food, drinks, entertainment and an fun atmosphere.

Swingline: Good food and good vibes.

Call to Action: Visit us at Surfside Charlies'

Slogan: Simply Good Times



**Surfside Charlies**

Yesterday at 2:55am · 🌐

Carolina Soul took the stage last night and killed it! They always bring in a good crowd to hear some music from the 80's! Join us tonight for more music and our daily special!



John Doe and 100 Others

54 Comments

Like Comment Share



**Surfside Charlies**

Yesterday at 2:55am · 🌐

It is game day! Today on the TV's we will have WVU, PITT, Clemson, Coastal Carolina, and of course the Gamecocks. Come enjoy some drinks and our game day menu at Surfside Charlies!



John Doe and 100 Others

54 Comments

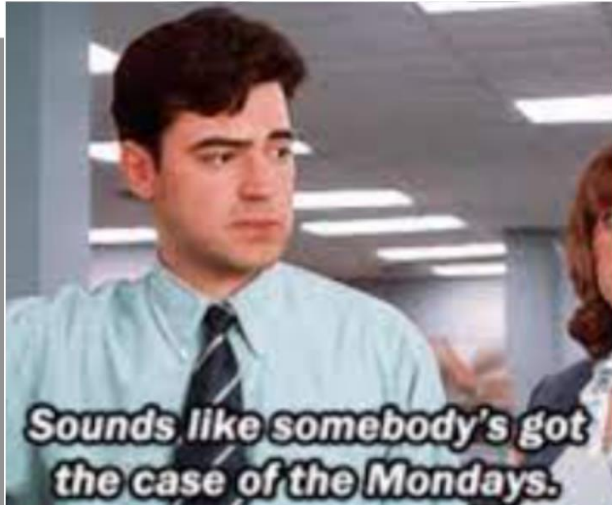
Like Comment Share



**Surfside Charlies**

Yesterday at 2:55am · 🌐

Got a bad case of the Mondays? Come down to Charlies and let us cure it with a \$5 Charlie Burger.



John Doe and 100 Others

54 Comments

Like Comment Share



**Surfside Charlies**

Yesterday at 2:55am · 🌐

Tonight for one night only! The chef's special is prime rib! For \$13 you can get a delicious prime rib made special from Chef Matt with a side of your choice! Come in while supplies last!



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John Doe and 100 Others

54 Comments

Like Comment Share



**Surfside Charlies**

Yesterday at 2:55am · 🌐

It's BINGO night! Come on down and enjoy a game of bingo while you eat! Winner can get a \$20 gift card (to be used at a later date) or even free drinks! It all goes down at Charlies at 7pm!



John Doe and 100 Others

54 Comments



Like



Comment



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**Surfside Charlies** • Follow

Surfside Beach, SC



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Liked by john and 15 others

**Surfside Charlies** We would like to wish you a Merry Christmas from our family to yours! Charlie's will be close for the holidays but we look forward to seeing you on December 26!

#christmas #myrtlebeach ... more

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5 MINS



**Surfside Charlies** • Follow

Surfside Beach, SC



Liked by john and 15 others

**Surfside Charlies** Join us for game day! Make Charlies your college football HQ. We have great drinks and access to any game across the country!

#cfb #myrtlebeach ... more

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5 MINS



**Surfside Charlies**

Surfside Beach, SC



19 likes

**Surfside Charlies** BINGO! Tuesdays are Bingo night at Charlies. Come on down and enjoy a drink and play for a chance to win a gift card! Game ni... more

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5 DAYS AGO



**Surfside Charlies** • Follow  
Surfside Beach, SC



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Liked by **john** and 15 others

**Surfside Charlies** It's Monday so you should know what that means (its a \$5 Charlie Burger incase you are out of the loop) We are open until 10!

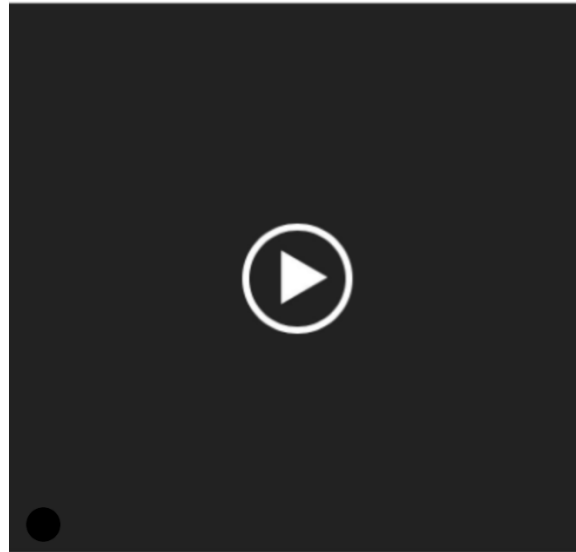
[#eatlocal](#) [#myrtlebeach](#) ... more

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5 MINS



**Surfside Charlies**  
Surfside Beach, SC



19 likes

**Surfside Charlies** If you like what you hear above, Joshua Rupp is back tonight for Pasta Wednesday!

[#Pastawednesday](#) [#Myrtlebeach](#)

[View all 423 comments](#)

5 DAYS AGO