

Lime Fresh Launches Social Media Promotion

Restaurant chain Lime Fresh Mexican Grill launches Twitter Tuesdays and Facebook Fridays promotion.

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PRESS RELEASE: Miami, FL - As social media's ballooning popularity continues to expand, South Florida based Lime Fresh Mexican Grill(r) is utilizing sites like Twitter, Facebook and YouTube to gain followers and increase awareness of the burgeoning brand. Less than five days after launching their Facebook page, Lime reached more than 500 fans on Facebook - and the number continues to grow.

Beginning Jan. 25, all five Lime locations will introduce a new Facebook Friday and Twitter Tuesday promotion. Throughout the 30-day promotion, Lime will display a new password every Tuesday and Friday that guests may bring to a Lime location to receive a free item of the week.

"We saw a spike in popularity with social media and knew it would not only be a great way to give guests a fun incentive to follow Lime's latest happenings, but to bring in more business and track our return on investment with the promotion at the same time," said Lime Fresh Mexican Grill's(r) CEO/Founder John Kunkel.

The promotion is a new way of generating business and tracking its success at a minimal cost. But Lime doesn't stop there with its social media efforts. Lime's Facebook and Twitter pages will also be utilized to get the word out about Lime's expansion plans and entice potential franchisees.

"Word of mouth has been one of our strongest assets in Lime's success, and we wanted to be sure to capitalize on every opportunity possible as we continue to grow," Kunkel said.

About Lime Fresh Mexican Grill(r)

Originally launched in 2004, Kunkel devised the concept to complement the vibrant and food-conscious culture of South Beach. Lime quickly became a local epicenter with a constant line snaking down the block. Throughout its strategic expansion - four additional South Florida stores are slated to open this year - the brand has preserved its neighborhood appeal: long-term staffs who remember regulars and welcome newcomers, fresh produce delivered daily from local markets, and meats charbroiled on grills in an exhibition-style kitchen. Guests have the option of whole wheat, multi-grain or low-carb items. In addition to its assortment of popular, innovative dishes, Lime is best known for its 50 variations of hot sauces and its signature homemade salsa bar. As a way to "get fresh" while staying green, all locations maintain the lowest amount of food needed every day to eliminate waste.

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