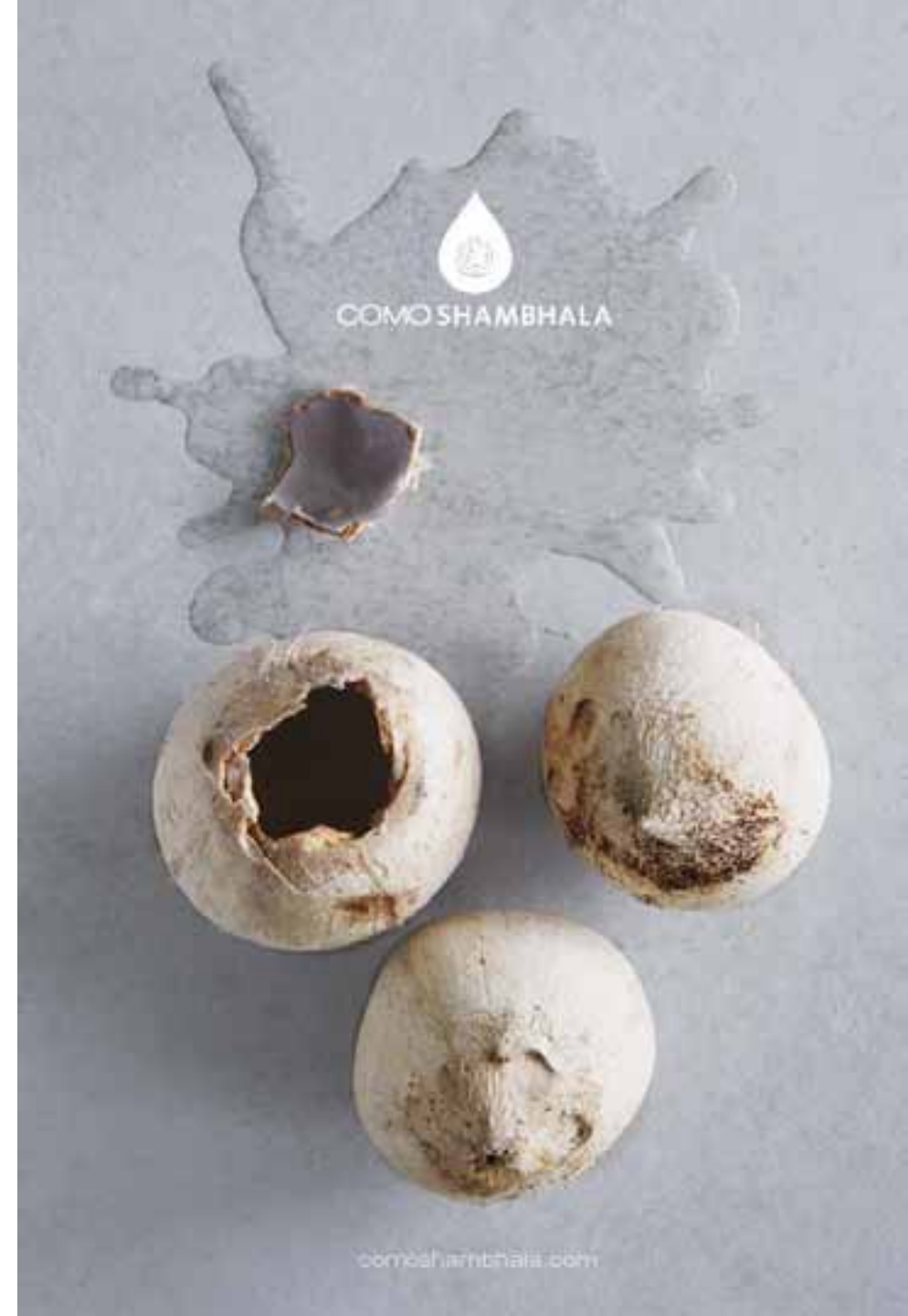


The Pleasures of Eating Well

New York City Launch Event

Donna Karan's Urban Zen

November 14, 2016



Event Introduction



On Monday, November 14th, over 60 media, influencers, and friends gathered at Donna Karan's Urban Zen in downtown Manhattan to toast the launch of COMO Shambhala's "The Pleasures of Eating Well."

Chefs Daniel Moran and Timothy de Souza presented upwards of 20 dishes from the pages of the cookbook, while Eve Persak spoke with guests about the process of compiling the recipes and their unique nutritional components.

Throughout the evening, attendees sipped on a selection of COMO juices as well as Champagne sponsored by Taittinger.





Media Overview

Alice Marshall Public Relations targeted a wide list of culinary, travel, lifestyle, fashion, business, and trade media across print, digital, national, and regional platforms. To complement the traditional media guests, the team similarly connected with industry influencers and social media personalities with invitations to the event.

Represented media outlets included *Departures*, *Conde Nast Traveler*, *Town & Country*, *AFAR*, *Fortune*, *Wall Street Journal*, *Indagare*, *the knot*, *Questex*, *Jetsetter*, and *Premier Traveler*.



Social Media Exposure

Using the #COMO25th hashtag and Urban Zen geotag, photos of the cookbook launch garnered over 700 likes on Instagram.

Comments from the evening's photos include, "super yum" and "great Christmas gift!"





Thank You