



Client: Danal (NYC Restaurant)
Project Name: Restaurant Promotion
Project Type: Invitation Letter

Dear Mom,

Do you know how much we both wish we could be back in Paris at our favorite little bistro in The Marais?

The next time you come to visit me here in NYC, I'd love to take you to my new favorite restaurant, Danal. We can pretend we're in Paris, but this great little restaurant is right in The Village. We don't have to get on a plane to Paris, we can actually walk there in a few minutes from my apartment.

Danal is a cozy, charming, affordable restaurant tucked into an East Village brownstone block with delicious French Country cooking and a totally unique dining experience. In addition to its charming atmosphere, you will dine on world-class French cuisine prepared by one of the best chefs in New York City. It is so cute there, Mom, you will feel like you are right back at that bistro.

Dine at Danal for the Atmosphere.

Mom, this place is so unique...you're going to just love it. The ambiance is like no other you've ever seen, unless, of course, in France. In fact, it's so special and romantic - we may even see a couple getting engaged there! It's not a formal, stuffy place (I know how much you hate restaurants like that). This is more like dining at a friend's shabby-chic French farmhouse, complete with banquettes and huge tables if you have a large group. The atmosphere is so comfortable with a French style flair, they even have pillows everywhere and mismatched chairs and dishes like it's a room fresh out of *Country Living* magazine. Sometimes when you go there, they even let their three cats roam around the restaurant for a truly unique dining experience. The open kitchen also is a special feature - you can watch the cooks "do their thing" while they joke around, and the aromas from the dishes they prepare spill out into the entire restaurant.

Dine at Danal for the Food and Wine.

The food, Mom, is simply delicious - French country with a slightly Mediterranean flair. The menu changes daily because the chef chooses the freshest produce each day from the local Union Square farmer's market. Examples of dishes we might find are: French Onion Soup, Coq Au Vin, French Country Roast Chicken with farm fresh vegetables, Ratatouille, Leeks Vinaigrette, Steamed Mussels de Bruxelles, Cassoulet, and Beef Stew...all good and hearty and very generous portions.

You know how much we like our wine with dinner? The complete wine list at Danal is sorted by region in France. You select from your favorite region (Alsace, Beaujolais, Bordeaux, Burgundy, Cotes du Rhone, Languedoc-Rousillon, etc.) or your server can make pairing suggestions based on your entrée. You can try all of their wines by the glass, so you can try several and pick your favorite.

We have to save some room for their delicious French pastries and desserts: Chocolate Mousse, Spiced Pears sliced and garnished with a scoop of fromage frais ice cream, just to name a few. And they even serve coffee at each table with individual French presses just like they do in Paris!



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If you prefer, I know how much you love a nice long leisurely Sunday Brunch. Brunch at Danal is delicious! Banana Tarte Tatin, Pate Fois Gras, French Toast with Country Sausage, Puff Pastry, Build-Your-Own Quiche with whatever fresh vegetables they have on the menu that day...and my favorite...Croissants French Toast with Apples and Cinnamon.

Here are some of the reviews for Danal from professional Food Critics:

“Danal is the rare spot renowned for skillfully knowing how to leave French classics untouched, un-modernized, and absolutely delicious.”

- Anthony Bourdain, author of the best selling Kitchen Confidential, host of the TV show, No Reservations, and co-author of The Brasserie Les Halles Cookbook.

“The most excellent experience of food I have ever enjoyed in North America, or Europe. Danal exceeded every expectation and truly sits atop the pantheon of exquisite dining in the 21st century. Words simply fail to do this place justice.”

- Eric Ripert, the tour de force behind NYC’s legendary Le Bernardin Restaurant

Dine at Danal.

Mom, we really must go there soon. We need to go quickly before the word gets out, and then we’ll never get a reservation! Let’s pick a night this week, or we can do Brunch this Sunday – MY TREAT. Please call me as soon as you can, so we can make plans for Danal. I know you’ll love it, and I’d love to take you there.

ASSIGNMENT: Write a letter to a friend selling them on your favorite restaurant.

This project was created as part of a professional development program, *Accelerated Program for Six-Figure Copywriting*, with AWAI (American Writers & Artists Inc.)