

MEDIA KIT

ARCHIE MOORE'

BAR & RESTAURANT

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NAM2045@MIAMI.EDU



TO: Todd Ressler

FROM: Emma Ressler ER & Nina McClennen NM

DATE: Dec. 1, 2025

SUBJECT: PR Strategy Direction and Client Confirmation: Archie Moore's

We are writing to provide an overview of our client selection for the semester-long project and to formally introduce Archie Moore's Bar & Restaurant as the organization we will be partnering with. This memo outlines the background of the business, our initial communications and the strategic opportunities identified for expanding Archie Moore's reach among younger audiences. As we proceed, our goal is to present a clear rationale for selecting your organization and highlight how our planned public relations initiatives can support continued growth.

Client Meeting Details

Our initial meeting with Archie Moore's Bar & Restaurant was held on Aug. 30, 2025, via phone call. During this meeting, we discussed the objectives and goals of our project while confirming their interest in collaborating with us. Our client has asked us to focus on targeting Gen Z and younger customers in order to expand their reach. While Archie Moore's already benefits from a strong and loyal customer base, the majority of these customers are older. Strengthening their presence on platforms like TikTok and Instagram will help attract a younger demographic and diversify their audience.

Our main contact for this project will be Todd Ressler, who serves as the business owner and one of the founders of Archie Moore's Bar & Restaurant. You can reach him at tressler@archiemoores.com or by mail at:

Archie Moore's Bar & Restaurant
48 Sanford St
Fairfield, CT 06824

Organization Overview

Archie Moore traces its roots to a New Haven bar that opened in 1898 and after relaunching in 1982 with its signature buffalo wings, has become a beloved Connecticut restaurant. Widely recognized for their award-winning Buffalo wings, nachos and diverse menu options, Archie Moore's has become a staple in the American casual dining scene. Beyond their signature dishes, they also offer a wide selection of wraps, sandwiches, burgers and other comfort foods, making it a go-to stop where there's something for everyone to enjoy. Their welcoming atmosphere appeals to a wide range of ages and customer bases within the neighborhoods of Connecticut.

The restaurant utilizes several different PR elements, including its official website, <https://www.archiemoores.com>, and active social media platforms such as Facebook, Instagram and TikTok. They also engage with customers through email newsletters and local advertising.

Location

Archie Moore's, which originated in New Haven, has expanded to five locations across Connecticut, including Fairfield, Milford, Wallingford and its newest in Branford.

PR Elements Within the Organization

After discussing with Todd Ressler, it was concluded that the organization could benefit positively from a more strategic social media campaign, enhanced content on their website and social media platforms and increased media outreach to attract new customers while maintaining loyal ones.

Upcoming Events

Archie Moore's Bar & Restaurant has many upcoming events within the next year, including special promotions for major sporting events, community fundraisers, holiday-themed events, live bands and trivia nights. All of these events present opportunities in developing and executing PR strategies while engaging with their existing and also potential customers.

Rationale for Client Selection

We would like to propose the client Archie Moore's because of their strong community ties and large loyal clientele. Although Archie Moore's has an active online presence, we feel that they have yet to specifically target Gen Z and millennials with their advertising. Our plan is to focus on this demographic by increasing social media engagement and overall business.

In today's generation, it has become increasingly common to see restaurants transform and adapt their businesses through social media. With digital platforms and social media constantly shaping our world, many restaurants have blown up in popularity by capturing the attention of younger audiences who enjoy exploring new dining experiences and sharing their opinions online. Our generation thrives on trying new restaurants in nearby areas, posting their experiences and following food trends, which can create opportunities for businesses and expand their customer base.

Client Accessibility and Potential

We believe Archie Moore's has great potential for growth through our targeted PR efforts. Since my partner, Emma Ressler, is the daughter of the owner, Archie Moore's is easily accessible to us.

News Advisory

Why I Chose This Subject/Purpose

I chose to write a news advisory about Archie Moore's NFL Kickoff Celebration because the start of the football season is a highly anticipated event that can bring in new customers and position Archie Moore's as the go-to spot for bar food and atmosphere.

What Was the Problem/Opportunity Addressed

The main opportunity was to use the excitement around the first Sunday of the NFL season to attract customers, increase foot traffic and help Archie Moore's stand out among competing restaurants at the start of the fall season. The event also creates a reason for the media to highlight the restaurant as a hub for sports fans.

Who Was Your Target Audience

The target audience is local community members, football fans and sports enthusiasts in the Fairfield area, as well as local media outlets that can promote the event and drive attendance.

What Is Your Timing

The advisory was sent on Aug. 1, more than a month before the event, to give media outlets time to plan coverage and allow the public to mark their calendars.

What Is the Main Point You Want to Get Across

The main message is that Archie Moore's is the perfect place to kick off the NFL season, offering an all-day celebration with live games, a lively atmosphere and special deals on food and drinks.

News Release

Why I Chose This Subject/Purpose

I chose to write a news release about Dave Portnoy hosting trivia night at Archie Moore's because his involvement significantly elevates the event's news value and potential media appeal. As a nationally recognized media personality and food influencer, Portnoy's appearance creates a strong promotional opportunity and positions Archie Moore's as a destination for unique and high-profile events.

What Was the Problem/Opportunity Addressed

The main opportunity was to leverage Portnoy's popularity and credibility to generate widespread publicity, increase community interest and attract new customers. His review of Archie Moore's wings can also amplify the restaurant's reputation on social media and potentially reach audiences far beyond the local area. The news release serves as a tool to maximize this exposure and ensure the event receives media coverage.

Who Was Your Target Audience

The target audience includes local media outlets, food writers and lifestyle reporters who can cover the event and extend its reach. Additionally, the event is aimed at local residents, trivia enthusiasts, sports fans and followers of Dave Portnoy and Barstool Sports who are likely to attend or engage with the event online.

What Is Your Timing

The news release was issued on Sept. 25, about a week and a half before the event. This timing allows journalists to plan coverage and schedule interviews while also giving the public enough time to make plans to attend, especially since seating is limited.

What Is the Main Point You Want to Get Across

The main message is that Dave Portnoy's hosting of trivia night makes this a must-attend event that combines celebrity involvement, great food and community fun. It highlights Archie Moore's as not just a restaurant, but a destination for exciting events and memorable experiences.

Pitch

Who I chose to write the pitch to and why

I chose to write the pitch to LEEANNE GRIFFIN, a seasoned food journalist for CT Insider, because she consistently covers the Connecticut dining scene and her readership overlaps with our target demographic. Her reporting blends human-interest storytelling with culinary news, making her the ideal journalist to cover a high-profile event like this.

Goals for Coverage/Placement

The goal was to secure feature coverage in CT Insider that positions Archie Moore's as a must-visit destination and builds anticipation around Dave Portnoy's appearance. To achieve this, I tailored the pitch to the journalist's style by emphasizing the event's exclusivity, Portnoy's cultural influence and the broader story behind Archie Moore's culinary legacy.

Timing for Pitch

The pitch was sent several weeks before the event in order to allow sufficient time for media outreach, interview coordination and pre-event coverage across both digital and print platforms.

Target Audience for Story

The story is intended to reach Connecticut residents, food lovers, trivia enthusiasts and Portnoy's online following, particularly those who are engaged with local food culture and social-media-driven dining trends.

Opportunity Addressed and Hook

The hook is that Dave Portnoy is stepping away from his signature pizza reviews for a rare spotlight on bar food and he is doing it live at one of Connecticut's most beloved establishments. This unique angle, combined with his role as trivia night host, creates a story with built-in intrigue and strong social relevance.

Additional Elements for the Journalist

The pitch also offered the opportunity for an exclusive interview, behind-the-scenes access and coverage of the event's atmosphere and audience engagement, providing the journalist with extensive material beyond a standard restaurant feature.

Main Goal

The primary objective was to generate pre-event coverage that builds anticipation and encourages attendance while reinforcing Archie Moore's status as a Connecticut staple worth revisiting.

Challenges and Restrictions

The main challenge was timing, as Portnoy's team typically keeps locations confidential until close to the visit. Crafting a compelling pitch without revealing too much required careful language. Another consideration was ensuring that the client's messaging maintained focus on Archie Moore's legacy rather than solely on Portnoy's brand.

Thank you for taking the time to review my strategic approach. I value your feedback and look forward to refining my work based on your recommendations

TO: Todd Ressler
FROM: Nina McClennen NM & Emma Ressler ER
DATE: Dec. 1, 2025
SUBJECT: Social Media Strategy and Evaluation

Purpose: The purpose of this social media strategy is to increase followers, likes, reposts, comments and overall engagement across all social platforms. The goal is to target and strengthen relationships with Gen Z and Millennial audiences.

Target Audiences:

Facebook

The target audience of the Facebook is primarily 35-70 year olds, specifically established Connecticut residents.

Instagram

The target audience of the Instagram page is primarily 18-40 year olds, specifically current and potential customers.

TikTok

The target audience of the TikTok page is primarily aged 18-40, specifically current and potential customers.

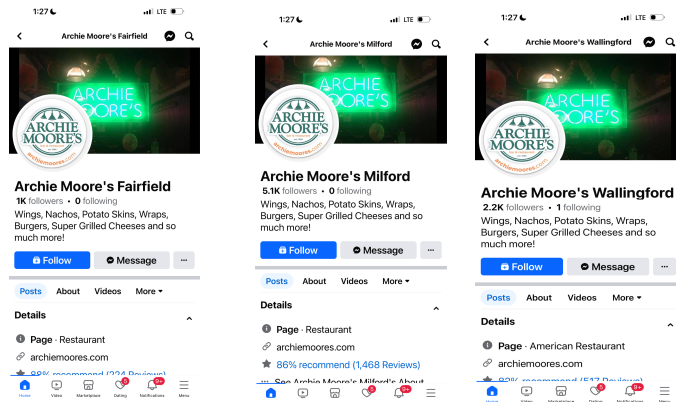
Current Social Media Analysis

Archie Moore's currently has three active Facebook accounts (**@archiemooresmilford**, **@archiemooresfairfield**, **@archiemooreswallingford**), four active Instagram accounts (**@archiemoores**, **@archiesbranford**, **@archieswallingford** **@archiesfairfield**) and TikTok (**@archie.moores**). Instagram and TikTok are currently their most active platforms for the restaurant.

- **Facebook**

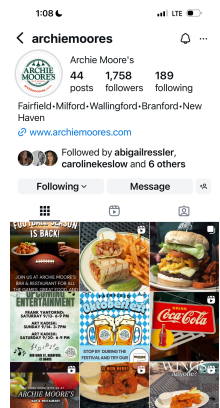
@archiemooresmilford- 5.1K followers, @archiemooresfairfield- 1k followers, @archiemooreswallingford- 2.2K followers

- The content on the page is a mix of promotions, community events, Instagram reel videos, deals and engaging with their customers through questions.
- The last post was Aug. 30, 2025 on all of the facebook accounts



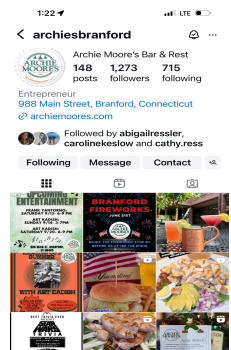
- **Instagram @archiemoores (main instagram page)**

- The last post was Sept. 30, 2025
- The content on the page is a mix of graphics promoting upcoming events, deals and aesthetic videos highlighting menu options.
- They also utilize the instagram story option to continue promoting posts.
- They currently have 1,757 followers and average around 10 likes per post.



- **Instagram @archiesbranford**

- Last post was Sept. 13, 2025.
- Content is a mix of upcoming events at this specific location, graphics and food reels.
- They are not as active on this account because they are shifting to just use @archiemoores main Instagram account.
- They have 1,273 followers on this account

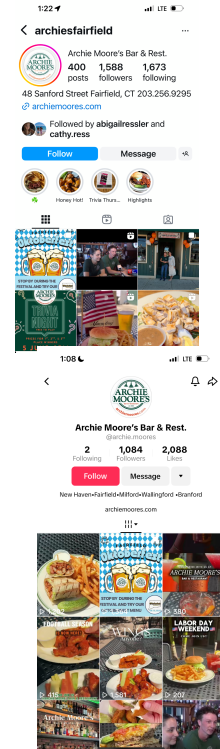


- **Instagram @archieswallingford**

- Last post was June 4, 2025.



- Content is focused on events taking place at this specific location & food reels.
 - They are not as active on this as they want to shift to just use @archiemoores.
 - They have 977 followers on this account.
- **Instagram @archiesfairfield**
 - Last post was on Sept. 12, 2025.
 - Content consists of local and community events & food reels.
 - Do not post as much on this as they are trying to shift to just using their main Instagram platform.
 - They have 1,588 followers on this account.
 - **TikTok**
 - The last post was Sept. 26, 2025.
 - The content on the page is mainly aesthetically pleasing videos promoting menu options.
 - They currently have 1,084 followers and 2,084 total likes.
 - This is the platform with the most engagement to date, averaging 30 likes per post.



Weekly Social Media Calendar:

Facebook

The facebook page should be updated. This is a very important page because it is mainly used by older demographics, who usually do not use Instagram or TikTok. By not utilizing this platform, Archie Moore's is missing out on keeping their loyal, local followers informed on events and promotions. Although facebook isn't the best platform to target younger audiences, It's important that they keep their platform somewhat active and switch their content style to appeal to 35-70 year old customers. Ideally, It would be beneficial to post once or twice a week incorporating event flyers and invitations.

Instagram

The Instagram page is their most active platform. Although they post 2-3 times a week, they have low engagement. The current content includes aesthetically pleasing food videos and promotional and event graphics. It's important that they post different content on each platform and focus on increasing content and paid advertisements to boost engagement.

TikTok

The TikTok page currently has the most engagement to date. The content is mainly aesthetically pleasing videos of menu options and occasionally they post videos promoting special events. The content on the TikTok page is exactly the same as Instagram and lacks differentiation. I think they should incorporate Influencer marketing (having them come to the restaurant and promote the food/events) and using viral sounds/ trends to maximize reach. With TikTok's high chance of virality, it's important that they post 2-3 times a week with unique content.

Note: all three profiles currently have Archie Moore's official logo as the profile picture.

Content Calender

	Monday	Tues da y	Wednes da y	Thurs da y	Friday	Saturday	Sunday
Faceboo k		Post Menu Speci al s for upco mi ng we ek		Pos t eve nt graphic			Post event graphic
Instag ra m	Paid advert is e ment for upco mi n g event		Promoti o na l graphic for football season		Video promo for football season		
TikTok	Share prom oti o nal me nu video with trendi ng		Sha re vid eo of influencer trying restaurant		Promoti o n al video of menu		

	sound					
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To: Todd Ressler

From: Nina McClennen NM and Emma Ressler ER

Date: Dec. 1, 2025

Subject: Newsletter Strategy, Audience and Design Decisions for Archie Moore's

Purpose of Memo

The purpose of this memo is to outline the key strategic decisions made for the design and development of Archie Moore's newsletter, *The Archie Appetizer*. These decisions address the newsletter's goals, target audience, timing, content choices and overall visual approach.

Newsletter Goal

The primary goal of this newsletter is to attract and engage a younger audience, specifically Gen Z and Millennials, while strengthening awareness of Archie Moore's seasonal menu offerings, signature dishes, and overall brand identity. The newsletter aims to drive restaurant visits, highlight featured content such as the wing flavor of the month and build long-term customer loyalty.

Target Audience

This newsletter targets **external publics**, focusing on current and potential customers within the Gen Z (ages 18–27) and Millennial (ages 28–40) demographics. This audience prefers friendly, conversational messaging paired with visually appealing design.

These groups are:

- Tech-savvy, highly visual and influenced by digital content.
- Interested in casual dining, social experiences and local food culture.
- At least somewhat familiar with Archie Moore's as a Connecticut staple, but not fully aware of its brand history or seasonal offerings.
- Culturally diverse and drawn to brands with authenticity, community involvement and a modern aesthetic.

Newsletter Timing

The newsletter is intended to be distributed **monthly**. The timing aligns with the rotation of seasonal menu items, restaurant events and other timely promotions to increase community interest and engagement. This schedule allows for consistent communication without overwhelming the audience.

Problems and Opportunities Addressed Problems:

- The restaurant's audience skews older and younger customers may not be as familiar with the brand.
- Limited digital communication channels currently reach Gen Z and Millennials.

Opportunities:

- Introduce Archie Moore's to a new generation through modern design and storytelling.
- Promote monthly specials and encourage repeat visits.
- Increase engagement on social media through direct links and cross-platform reinforcement.
- Build a refreshed digital identity that appeals to younger customers.

Content Selection and Rationale

The newsletter includes the following content:

- **Wing Flavor of the Month** to promote a signature product and encourage recurring engagement.
- **New Fall Drink Menu** to highlight seasonal offerings popular among younger audiences.

- **Short “About Us” feature** to showcase the brand’s history and authenticity.
- **High-quality food photography, engaging headlines and short captions** to match Gen Z/Millennial communication styles.
- **Social media links** to drive traffic to Instagram, TikTok, and Facebook.

This content mix is visual, concise, and aligned with audience interests.

Strengths and Weaknesses of Having a Regular Newsletter Strengths:

- Builds consistent communication with younger audiences.
- Highlights promotions and events quickly and effectively.
- Strengthens brand identity and personality.
- Increases restaurant visits and online engagement.
- Offers low-cost, trackable digital marketing.

Weaknesses:

- Requires ongoing content development, photography and design.
- Must compete with crowded inboxes.
- Younger audiences may prefer social media if the newsletter is not visually compelling.
- Consistency is essential for maintaining credibility.

Subject Line

The subject line for this newsletter is: “**Moore Flavor, Moore Fun This Fall.**”

Visual Style Overview

The visual style is modern, bold, and consistent with the style guide created for the client. It features:

- A warm color palette with fall accents (rust orange, cream, deep brown).
- High-quality photos of wings, drinks and restaurant atmosphere.
- Clean typography with strong headlines and minimal text blocks.
- Rounded icons and simple illustrations for a friendly, youthful appearance.
- Consistent brand fonts, colors and logo usage.

This style appeals to Gen Z and Millennials while preserving the recognizable character of Archie Moore's.

Newsletter Link

https://www.canva.com/design/DAG3HTCxpPs/UMaZ0zCveY8RCboZemZn4w/edit?utm_content=DAG3HTCxpPs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

To: Todd Ressler

From: Nina McClennen NM and Emma Ressler ER

Date: Dec. 1, 2025

Subject: Final power point presentation

Objective

The goal of our presentation is to grow Archie Moore's Bar and Restaurant's social media presence and expand its customer base. Our focus is on increasing engagement and visibility across platforms such as Instagram and TikTok while maintaining the loyal, community-centered customer base that defines the brand. We aim to strengthen the connection between Archie Moore's neighborhood charm and the interests of younger demographics to come into the restaurant.

Target Audience

Our target audience is Gen Z and Millennials, ages 21 to 35. We selected this group because current research shows that younger consumers are more likely to discover restaurants through social media instead of word of mouth. This demographic values interactive experiences like trivia nights, live music and themed events, elements that Archie Moore's already offers. By appealing to this audience, our goal is to expand beyond the current customer base and encourage new visitors to dine at Archie Moore's and engage with the brand online, helping to build awareness and long-term growth.

Campaign Focus

Our presentation focuses on enhancing Archie Moore's digital presence by showcasing what the restaurant already does well and identifying opportunities for improvement. We highlight its strong community atmosphere, authentic menu and popular weekly events while suggesting strategies to strengthen these features through refreshed branding, storytelling and social media campaigns.

Design Choices

The design of our presentation reflects Archie Moore's welcoming and local atmosphere. We used the restaurant's brand colors, deep green, warm orange and white, to maintain visual consistency. Our clean and modern layout mirrors Archie Moore's balance of tradition and community while the typography and imagery highlight its casual yet polished pub setting. We chose to leave most of the text in our presentation notes to ensure the information is easy to digest and understand for viewers.

Conclusion

This project connects Archie Moore's long-standing community presence with modern marketing strategies. By increasing social media engagement and attracting younger customers, Archie Moore's can continue to thrive as both a Connecticut staple and a go-to destination for a new generation of diners. Our campaign bridges the restaurant's authentic character with innovative approaches to audience engagement and brand storytelling.

Powerpoint Link

https://www.canva.com/design/DAG6OtaCKM4/rehvB3ieVMpxipbuWdbRhw/edit?utm_content=DAG6OtaCKM4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Style Guide

Archie Moore's Bar & Restaurant

Company Name Usage

Registered Name/Trademark- Archie Moore's Bar & Restaurant and Archie Moore's are both registered trademarks

Abbreviations- Archie Moore's, Archie's

DBA Name- Archie Moore's Bar & Restaurant

CEO Name Usage- Todd D Ressler

Design Specifications

Logo placement on Letterhead- top left

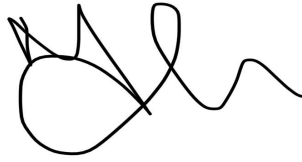
Email Signature Pattern and Logo

Placement- bottom of page Logo

placement on Envelopes- top left

Logo placement on Business Cards- upper middle center

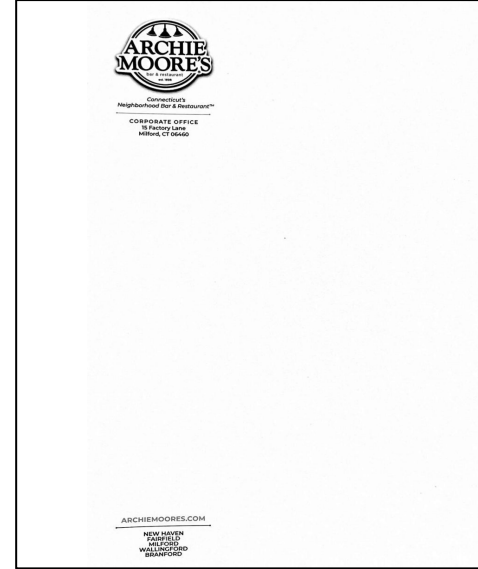
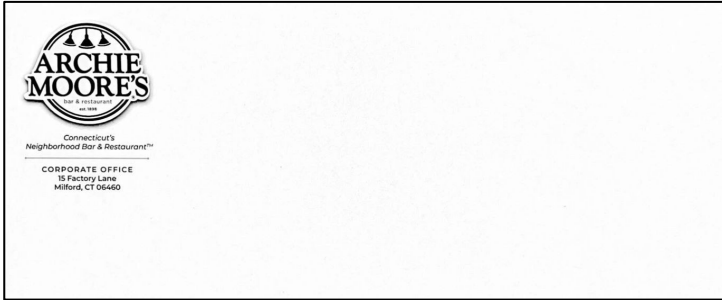
Subject:



Text

Primary typeface- Oswald

Secondary typeface- Open Sans



Logo

CMYK Colors for Logo

Dark Green (text & lamps): C: 98, M: 0, Y: 28, K: 75

Orange (bar & restaurant text): C: 0, M: 69, Y: 80, K: 12.



FOR IMMEDIATE RELEASE

News Advisory

Dec. 1, 2025

Media contact:
Nina McClennen
610-256-2824
nam2045@miami.edu

Kickoff Celebration for the First Sunday of NFL Football Season at Archie Moore's

What: Archie Moore's Bar & Restaurant invites fans to celebrate the start of the NFL football season with an all-day kickoff party

Who: Open to the community, football fans, local media and special guests including former New England Patriots linebacker and Superbowl champion Rob Ninkovich.

When: Sept. 7, noon to 10 p.m.

Where: Archie Moore's Bar & Restaurant 48 Sanford St., Fairfield Conn.

Why: To celebrate the return of NFL football season by watching live games on big screens with half-price appetizers and beer pitchers all day, while former New England Patriots linebacker Rob Ninkovich hosts live game commentary from the VIP area, adding a unique experience for fans.

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FOR IMMEDIATE RELEASE

Dave Portnoy to host trivia night at Archie Moore's

Barstool Sports founder and food influencer to review famous wings

(FAIRFIELD, Conn. - Sept. 25, 2025) - Dave Portnoy will be the first celebrity to host Archie Moore's anticipated trivia night, during which he will review the restaurant's award-winning wings.

The event will be held Saturday, Oct. 4, at 1 p.m. at Archie Moore's Fairfield location, 48 Sanford St.

Portnoy is the founder of Barstool Sports, one of the nation's most recognizable sports and entertainment companies. He is also a major influencer in the food world, best known for his pizza and bar reviews, which have garnered millions of followers across social media.

"We are honored to have Dave Portnoy host our annual trivia night and welcome him to Archie Moore's," said Todd Ressler, owner of Archie Moore's. "We're excited to welcome everyone in our community for a fun game of trivia, great food and a night full of memories."

Trivia night is open to the public, with limited seating available. Guests are encouraged to arrive early.

Note to media: Portnoy will be available for interviews from 10 a.m. to 11 a.m. RSVP with Nina McClennen and to arrange interviews.

Archie Moore's Bar and Restaurant, founded in 1982, has been a Connecticut staple for decades, known for its famous wings, welcoming atmosphere and commitment to serving the community.

-30-

Media contact:
Nina McClennen
nam2045@miami.edu
610-256-2824

PITCH

To: Leeanne Griffin, CT Insider

From: Nina McClennen

Subject: Dave Portnoy takes on Connecticut's most famous wings

Dear Mrs. Griffin,

I've followed your coverage of Connecticut restaurants and your weekly newsletter for some time and appreciate the way you highlight a wide range of food experiences, from quick-bites to fine dining. Your stories consistently capture what makes Connecticut's food scene unique.

Dave Portnoy is known for keeping his next "One Bite" review location under wraps, but here's a scoop worth sharing: His next stop is none other than Archie Moore's in Fairfield, Conn. And this time, there's a twist; he's switching things up from his go-to pizza reviews. Instead of pizza, Portnoy is breaking from tradition with a special bar food review, something he only does on special occasions.

We'd like to invite you to an upcoming event at Archie Moore's in Fairfield, where Portnoy, Barstool Sports founder, will take the stage as host of trivia night. During the event, he'll also dig into Archie Moore's award-winning wings, a Connecticut classic that has been drawing loyal fans for decades.

This is more than a typical Portnoy visit- it's a chance to see his one-of-a-kind review style live and in person, while also highlighting a beloved local spot. With Archie Moore's reputation as a staple in Connecticut's dining scene and Portnoy's massive social media presence, this promises to be a moment where local flavor meets national attention.

If this sounds like a story you'd be interested in, I'd be happy to provide further details. Let me know by Sept. 20 if you want to set up an interview. Feel free to contact me at nam2045@miami.edu or call me at 610-256-2824.

Feature Story

Recipe for Growth: How Archie Moore's Turned Local Flavor into a Connecticut Staple

On a quiet New Haven street in the early 1980s, the scent of something new was in the air. Locals wandered in out of curiosity and stayed for the wings. Long before Buffalo chicken wings became a nationwide craze, Archie Moore's Bar & Restaurant was serving them hot, crispy and flavorful. What began as a neighborhood hangout in 1982 has since evolved into a beloved Connecticut institution, a go-to gathering place where classic comfort foods blend with fresh ideas and a strong sense of community.



At the heart of Archie Moore's enduring success is a simple yet powerful philosophy: grow thoughtfully, stay authentic and never compromise on quality. Over the past four decades, owner Todd Ressler has turned a single New Haven restaurant into a multi-location brand that thrives on strategic expansion, community connection and an unwavering dedication to customer experience.

The story of Archie Moore's begins with a bold idea.

"I always knew there was potential in this concept," said Ressler. "Buffalo wings weren't mainstream yet and I saw an opportunity to bring something unique to the area."

That vision proved successful almost immediately. The original New Haven location built a loyal following almost overnight, becoming a neighborhood staple where friends met after work and families gathered for casual gatherings.

The early success was a springboard. By 1992, Ressler saw an opportunity to grow beyond the city limits. Fairfield County was chosen for the restaurant's second home, a decision that would transform Archie Moore's into a regional name. The Fairfield location quickly became the town's "go-to" destination, reinforcing Ressler's belief in the brand's broader potential.

But expansion was never about rapid growth for the sake of it. Ressler took a deliberate and measured approach to opening new restaurants.

"It's easy to get caught up in the excitement of growth, but I've learned that rushing the process can lead to mistakes," he said. "Starting up a new restaurant is not only expensive; it can also have significant risks for the brand if things don't go as planned."

Yet that patience paid off again in 1995, when Archie Moore's opened a third location in Milford. With its large outdoor patio overlooking the waterfront, the new spot quickly became a destination in itself and a place to enjoy the view as much as the food. Its immediate popularity underscored the power of pairing location with experience.

Four years later, Ressler faced a different kind of challenge. A well-known Wallingford restaurant that had been a community fixture for over 50 years was going up for sale. While the location was appealing, introducing Archie Moore's into such an established neighborhood carried risks.

"The transition was tricky," Ressler added, "I had concerns about how the neighborhood would accept us, but I trusted the strength of our existing locations. We went for it and once again, the response was overwhelmingly positive."

The enthusiastic welcome showed that Archie Moore's reputation could grow and succeed in new communities.

The brand's most recent expansion tested its resilience in unexpected ways. Plans for a Branford location, positioned just off the town green, were delayed nearly two years because of the COVID-19 pandemic. Yet, the pause only built anticipation.

"Rather than reducing excitement, the wait actually created more buzz," Ressler said. "When we finally opened, the community showed up in a big way."

The Branford location quickly found its place in Archie Moore's family of restaurants.

While menu favorites like Buffalo wings, burgers and craft beers have always drawn crowds, Ressler believes the true secret to Archie Moore's staying power lies in the feeling customers get when they walk through the door. Each restaurant maintains the brand's signature vintage Coca-Cola décor, a nostalgic feel that gives regulars a sense of familiarity no matter which location they visit.

"We've worked hard to keep the look and feel consistent," Ressler added. "When our guests walk into any Archie's, they should feel right at home."

Four decades after its humble beginnings, Archie Moore's continues to prove that careful growth, strong community ties and a commitment to quality never go out of style. What started as a neighborhood restaurant has become a Connecticut tradition that still feels like home, no matter how much it grows.

Sample Content

Blog #1

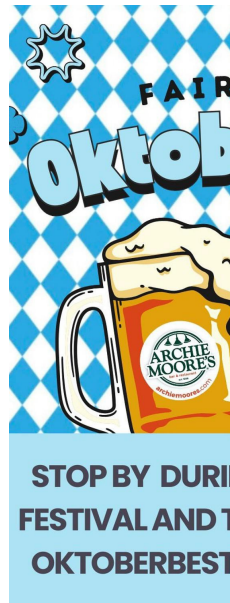
OktoberFest in Fairfield

Archie Moore's is bringing a taste of Germany to Connecticut this fall. On Sunday, Oct. 13, guests can celebrate Oktoberfest with a special limited-time menu filled with festive favorites and seasonal flavors.

Kick off the celebration with the Wurst Dog, topped with peppers, onions, red cabbage and sauerkraut, served alongside crispy potato pancakes. Another must-try is the Brats & Knocks Reuben, featuring hearty bratwurst, tangy sauerkraut and melted cheese sauce, also paired with golden potato pancakes.

For a perfect shareable starter, indulge in three jumbo baked Bavarian pretzels, served warm with rich beer cheese for dipping. If you're in the mood for something lighter, the Roasted Butternut Squash Salad is a fall-inspired dish served over fresh field greens with grilled chicken, toasted almonds, honey maple walnuts, dried cranberries goat cheese and a maple mustard vinaigrette.

Whether you're craving comfort food or seasonal bites, Archie Moore's Oktoberfest menu has something for everyone. Pair your meal with one of their seasonal brews and enjoy the cozy, festive atmosphere. Join the celebration on Oct. 13 and experience the best of fall flavors right in Fairfield!



Blog #2

The Secret Behind Archie Moore's Famous Buffalo Wings

Since opening its doors in 1982, Archie Moore's Bar & Restaurant has been serving up what would soon become a Connecticut legend, our award-winning Buffalo wings. Back then, Buffalo wings were a new idea to most locals, but Archie's quickly put them on the map.

Over 15 million wings later, these crave-worthy bites have become our signature dish and a staple for game days, gatherings and wing lovers across the state.

Our secret? It starts with fresh chicken, cooked to crispy perfection, then tossed in our house-made sauces. The original Buffalo remains the star, but customers love branching out into other bold flavors like our BBQ, Buff-a-Que, General Tso's, Garlic Parmesan, Peach Chipotle, Raspberry Bourbon, Thai Chili, Honey Hot and Honey BBQ. Whether you're team bone-in or love our boneless wings, every bite packs big flavor and perfect crunch.

You can even take the Archie's experience home, our famous sauce bottles are available to go, so you can recreate the experience in your own kitchen. Pair your wings with cool, creamy bleu cheese and crisp celery sticks to get the full effect. One taste and you'll know why Archie's wings have been Connecticut's favorite for over 40 years.



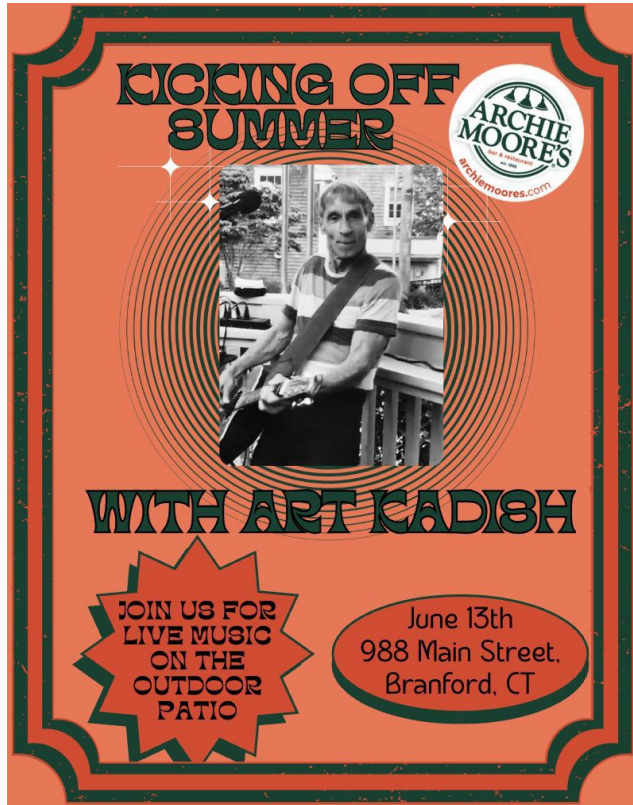
Facebook Post 1



POST WITH CAPTION:

Trivia Night is back TONIGHT! Grab your smartest friends, sip on your favorite drinks and compete for bragging rights & prizes at Archie Moore's. See you at 8 p.m. sharp!

Facebook post 2



POST WITH CAPTION:

Kick off summer with live music! Join us on the outdoor patio at Archie Moore's Branford for an evening with Art Kadish. Great vibes, cold drinks and summer tunes await!

🎸🔥 #LiveMusic

Facebook post

3



POST WITH CAPTION:

Wings. 🌶️ Nachos. Legendary flavor. 🔥 Archie

Moore's has the fuel you need for game-day. The perfect combination of saucy, cheesy and unforgettable. Come hungry, tag your crew and let us know... are you Team Original or Extra Hot? 🌶️

#ArchieMooreEats

Instagram Post

1



POST WITH CAPTION:

BIG NEWS FAIRFIELD! 📺

Dave Portnoy is coming to Archie Moore's for TRIVIA NIGHT! Saturday, Oct. 4 @ 1 p.m. Meet Dave, crush trivia, win prizes & feast on our famous wings 🍗🍺

#ArchieMooresTrivia

Instagram Post

2



POST WITH CAPTION:

🏈🔥 NFL Kickoff Party!

👉 Catch every play with us on Sept. 7, Noon-10 p.m. at Archie Moore's! Live games, half-price apps & beer pitchers all day. 🍷

👉 Don't miss the ultimate game day vibes!

Instagram Post #3



POST WITH CAPTION:

Football season is back! Catch every game day moment with us at Archie Moore's Bar & Restaurant where we provide cold drinks, big screens and unbeatable game day vibes. Gather your crew and cheer loud! 🏈🍻

TikTok Post #1



POST WITH CAPTION:

Don't miss out on this menu!! From fries, nachos, burgers & more Archie Moore's has something for everyone! 🍷 #Food

#ArchieMoores #Foodie

TikTok Post 2



POST WITH CAPTION:

Wings anyone? Swing by Archie Moore's for the best wings in town! Saucy, crispy & perfect for game day vibes 🍷 #Wings #ArchieMoore's

TikTok Post 3



POST WITH CAPTION:

Come along with us to Archie Moore's Bar & Restaurant! Don't miss this 10/10 experience
#ArchieMoore's #Foodie #EatWithMe

THE ARCHIE APPETIZER

MOORE THAN A CENTURY OF FLAVOR

On a quiet New Haven street in the early 1980s, the scent of something new was in the air. Locals wandered in out of curiosity and stayed for the wings.



MOORE FLAVOR,

MOORE FUN THIS FALL!



WING FLAVOR OF THE MONTH

This month, Archie Moore's Bar and Restaurant is celebrating the flavor that made them a Connecticut classic, their award-winning Buffalo wings.

[Read More](#)



ARCHIE MOORE'S NEW FALL DRINK MENU

Archie Moore's Bar and Restaurant is welcoming autumn with a new seasonal drink menu that brings warmth and flavor to every visit

[Read More](#)



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Factory Lane, Milford, Conn. 06460

Emma Ressler
elr102@miami.edu



Event ID: TRVIA-2025
 Event Name: Trivia Night Hosted by Dave Portnoy
 Event Venue: Archie Moore's Bar & Restaurant, Fairfield, Conn.
 Event Platform & URL: In-person event-
 archiemoores.com Client On-Site Contact: Todd
 Ressler, CEO
 Project Manager: Nina McClennen
 Event Date and Time: Saturday Oct. 4, at 1 p.m.

ID	Start Time	End Time	Duration	Activity Description	Responsible Party	Equipment needs	Notes
1	9:00 AM	10:00 AM	1 hr	Event Setup- placement of tables, decorations and specialty menus	Event Coordinator- Nina McClennen	Table linens, menus, signage, microphone check	Ensure all specialty menus are placed; confirm trivia setup area
2	10:00 AM	11:00 AM	1 hr	Media Interviews	PR Manager	Cameras, lighting, microphone	Coordinate press check-in; ensure media badges distributed
3	11:00 AM	12:00 PM	1 hr	Final Event Setup & Sound Check	Stage Manager/ Sound Tech	Speakers, music, system, microphones	Confirm sound levels for live music and trivia; perform final test
4	12:00 PM	12:30 PM	30 min	Guest Arrival & Check-In	Security, Event Coordinator	Check-in tablets, wristbands, signage	Guests greeted at entrance; Portnoy escorted by security
5	12:30 PM	12:40 PM	10 min	CEO Welcome Speech & Introduction	CEO- Todd Ressler	Microphone, podium	CEO to introduce event and welcome guests
6	12:40 PM	1:00 PM	20 min	Live Music Segment	Stage Manager/ Sound Tech	Music equipment, stage lighting	Band performs short set before trivia begins
7	1:00 PM	2:15 PM	1 hr 15 min	Trivia Competition Begins	Event Coordinator	Microphone, trivia, materials, projector	Ensure smooth question transitions and timing
8	2:15 PM	2:30 PM	15 min	Appetizers & Beverages Served	Manager of Archie Moore's	Serving trays, bar setup	Staff circulate appetizers and drinks
9	2:30 PM	3:15 PM	45 min	Dinner & Dessert Served	Manager of Archie Moore's	Dining service setup, dessert platters	Maintain table service throughout dinner
10	3:15 PM	3:45 PM	30 min	Winners Announced & Prizes Awarded	Event Coordinator	Microphone, prize table	Announce trivia winners and distribute prizes
11	3:45 PM	4:00 PM	15 min	Meet & Greet with Dave Portnoy	Security Team	Photo backdrop, camera	Organize orderly line; ensure Portnoy escorted by security
12	4:00 PM	5:00 PM	1 hr	Event Breakdown & Cleanup	Event Coordinator	Cleaning supplies, storage bins	Collect all materials, signage, and decorations
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CEO Talking Points – Trivia Night with Dave Portnoy

Date: Oct. 4 2025 at 1 p.m.

Location: Archie Moore's Fairfield location, 48 Sanford St.

Event Theme: *Trivia Night Hosted by Dave Portnoy*

Speaker: Todd Ressler, CEO of Archie Moore's

INTRODUCTION

- Welcome guests to Archie Moore's Trivia Night.
- Acknowledge Todd Ressler as CEO of Archie Moore's.
- Highlight that the event is hosted by Dave Portnoy.
- Emphasize the excitement of seeing a full crowd of familiar faces, loyal regulars, and new guests.
- Reinforce what Archie Moore's represents: great food, cold drinks, and a strong sense of community.

Notes for Todd:

- Smile and make eye contact with the crowd.
- Wait for applause after mentioning Dave Portnoy.
- Dress code: business casual (collared shirt, no jacket required, approachable but polished).

Key Messages

Purpose of Tonight's Event

- Emphasize that Trivia Night is about more than competition — it's about bringing people together.
- Highlight Archie Moore's long-standing role as a community gathering place.
- Reinforce the atmosphere: good times, great food, friendly competition.

- Acknowledge the excitement of hosting Dave Portnoy at the event.
- Thank Dave for contributing energy, enthusiasm, and fun to the night.

Emphasize: community spirit, partnership with Dave Portnoy, fun and engagement.

Company Highlights and Achievements

- Continued growth in serving award-winning wings across Connecticut and beyond
- Expanded menu offerings to meet customer preferences
- Updated and refreshed interior spaces
- Strengthened commitment to hosting and supporting local community events
- Long-standing reputation as a trusted, community-focused restaurant
- Ongoing involvement in fundraisers, trivia nights, and local partnerships

Pause for reaction after 'best wings in Connecticut'

Acknowledgment of Partners & VIPs

- Appreciation for the Archie Moore's staff, kitchen, bar and front-of-house for making the event possible
- Recognition of Dave Portnoy and his team for collaborating on the event
- Gratitude to loyal customers and community members who continue to support Archie Moore's
- Acknowledgment of long-time regulars and new faces who help keep the community strong

Tip: Make eye contact with the staff area or wave toward the kitchen when thanking them.

CLOSING STATEMENT

“Grab a drink, settle in, and let’s kick off a great night together. Please help me welcome our trivia host, Dave Portnoy!”

Pause for applause. Smile and gesture to Dave as he takes the stage.

ADDITIONAL NOTES

- **Timing:** Todd’s remarks should be around 2–3 minutes.
- **Tone:** Energetic, personable, with a sense of humor.
- **Body Language:** Relaxed stance; engage the audience with eye contact.
- **Emphasis Moments:** “Dave Portnoy,” “community,” “best wings in Connecticut.”
- **Props:** hold a beer for a casual vibe when making closing statement.