



Your Off Premise Platform



# Chowly + Green Ridge Hospitality

The impact of adopting Chowly's Off Premise Platform is evident in the following performance metrics:

100,000

Visitors driven to Green Ridge websites via Google Ads and Meta campaigns.

\$0.50

CPC for Maggie's Meta video campaign, generating nearly 2,000 site visits in just over a month.

\$0.35

CPC for The Turn House's Meta brunch campaign, driving significant traffic to their brunch menu.

1,500,000

Impressions for Salt & Vine's brand awareness campaign, reaching over 250,000 unique users.

< \$2.00

Per 1,000 people reached in Salt & Vine's Meta campaign, outperforming industry benchmarks.

\$ 150-180

Weekday reservations at Salt & Vine, with upwards of 250 on weekends.

6

Private parties in a single day at The Turnhouse, contributing significantly to off-season revenue.

3-7%

Of revenue allocated to advertising, with strategies tailored to each restaurant's unique market.

## Introduction

Green Ridge Hospitality, a family-run business led by Thomas Zippelli, has been a Maryland dining staple for over seven years, known for exceptional food and engaging service. The group operates three beloved restaurants: The Turn House in Columbia, Salt & Vine in Olney and Maggie's in Carroll County.

## THE TURN HOUSE

KITCHEN & DRINK

Located at Hobbits Glen Golf Course, The Turn House offers a refined American dining experience with locally sourced ingredients, featuring indoor and scenic outdoor seating, Happy Hour, Sunday Brunch, and live music.



# salt & vine

Salt & Vine specializes in Italian cuisine with hand-crafted dishes, year-round heated patios, and intimate wine rooms, offering brunch, dinner, and private event spaces.



A Westminster favorite for 44 years, Maggie's blends a cozy pub vibe with a redesigned deck and patio, featuring Happy Hour, live music, Sunday Brunch, and a newly renovated event space for private gatherings.

## Challenges Faced

Green Ridge Hospitality, operating three distinct dining concepts, faced numerous challenges in managing marketing strategies across its diverse brands. Each restaurant had unique customer bases, varying levels of brand recognition, and different market dynamics, requiring individualized marketing approaches. Resource constraints were another hurdle, as Thomas Zippelli, the owner, had deep culinary expertise but lacked the bandwidth and knowledge to handle complex digital marketing campaigns across multiple platforms. The group also needed a cohesive, scalable, and data-driven marketing strategy to align operations, ensure profitability, and optimize advertising spending.

From the outset, Zippelli bootstrapped his way through running the business, navigating limited resources and tight cash flow, relying on vendor terms and managing weekly payroll cycles with little money in the bank. Expansion added further complications, especially with Salt & Vine, where extensive renovations during the COVID-19 pandemic involved rebuilding the historic property, contending with rising material costs, and delays due to permit issues.





## Solution

Green Ridge Hospitality partnered with Chowly Digital Marketing to streamline marketing and boost profitability across its three restaurant concepts: The Turn House, Salt & Vine, and Maggie's. Leveraging Chowly's real-time data tracking and tailored strategies, Green Ridge improved customer engagement and optimized advertising spend.

Salt & Vine, located in a high-income area, used a 2-3% advertising budget to maintain visibility among affluent clientele and drive reservations.

The Turn House, focused on private events, directed marketing efforts toward promoting event spaces, using seasonal strategies to ensure consistent bookings year-round.

Maggie's, in a more modest-income area, allocated 5-7% of revenue to promotions and special events, attracting customers with price-conscious offers and frequent gatherings.

With Chowly's off-premise help, Green Ridge Hospitality has aligned marketing with operational goals, turning each restaurant into a profitable, well-recognized brand in its respective market.



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Check it out

