



## EDGE Restaurant & Bar

Denver, CO • partner since 2012

This steakhouse wanted to attract **more midweek business**. During its two week LivingSocial promotion, it pulled in more than **\$40,000 in sales**.

“The servers told us this was definitely the right crowd of people—the first time we've had a glowing response from an online marketplace.”

– Jim Gutttau, Director of Public Relations at Four Seasons Hotel Denver

### the business

A progressive American steakhouse located in the contemporary Four Seasons Hotel Denver, EDGE utilizes locally-sourced ingredients, including perfectly-seared steaks on an 1800-degree pecan wood grill. The business wanted to reach out to more local customers, as well as increase midweek dinner reservations – and it also wanted to avoid the sort of unknowledgeable “deal-seekers” that had come to the hotel for a spa deal it ran with another website.

### the results

**\$40,076**

gross sales

**695**

vouchers sold

**96%**

“thumbs up”

**91%**

plan to return

“Restaurant servers,” commented Gutttau, “are notoriously critical – but our servers loved the LivingSocial customers who visited during the deal period. They seemed a little higher-end, and definitely people that would come back.” The numbers bear that out – 96% of the LivingSocial customers who were surveyed about their experience gave the spot a thumbs up and more than nine out of ten customers said they’d return\*. According to Gutttau, the structure of the deal – and the laid-back confidence of the sales reps he worked with – came together to lead to success.

\*Based on 547 respondents

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