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*High-res images and videos available upon request

Mesob Ethiopian Restaurant Launches New Multimedia Website

Montclair, NJ restaurant announces the launch of its new and improved multimedia website, www.MesobRestaurant.com.

MONTCLAIR, NJ – November 2, 2010 Mesob Restaurant today announced the launch of its new and improved website at www.MesobRestaurant.com. The upgraded multimedia website is the result of one year of concentrated social media efforts and delving into conversation with Mesob's 700+ Facebook Fans. The restaurant also wanted to gain insight into how people search on the internet for restaurant options in New Jersey, and built strong keyword phrases (i.e. "Ethiopian food") into the restaurant's new website content, to gain top internet search ranking .

"Our new site plays a very important role in communicating not only with our existing guests, but also engaging our future guests," says Vickie Smith-Siculiano, Marketing Manager and PR Director for Mesob Ethiopian Restaurant. "It was important to design and build a best-in-class restaurant website that tells our story and presents our brand through relevant, detailed content and the use of bold, vibrant food photography and video that really captures the "WOW" experience of dining at Mesob."

The new restaurant website will immerse website visitors in the Mesob Ethiopian Restaurant experience by updating engaging content regularly in-house using Joomla!, an award-winning content management system (CMS). With this new redesigned website and content management system, Smith-Siculiano can easily update the website regularly with content such as photos, music, video, documents, and restaurant news.

New features of the restaurant's new interactive multimedia website include:

- Multimedia gallery of photos and videos
- Downloadable menus
- Social media connectivity
- Downloadable restaurant press kit
- Press release archives
- News and Events Section
- OpenTable Reservations
- E-mail signup form

The restaurant website's new multimedia gallery now contains full color, hi-resolution color photographs of menu items, catering photos and images of the Mesob dining room. Users can also play the restaurant's videos directly on the web page, and can enjoy regularly updated multimedia items.

Users can now easily gain immediate access to Mesob's social media platforms directly from the restaurant's home page by clicking on icons that will take them directly to Facebook, Twitter, Flickr, YouTube and Yelp.

The News and Events section was added in response to patron requests and Facebook Fans. Mesob Ethiopian Restaurant has recently started to create events which allow the restaurant to share its ethnic culture with guests, and Smith-Siculiano wanted to ensure that visitors would be kept up to date on not only its upcoming events, but also its community involvement.

Reservations can now be accessed directly from the website through OpenTable, a leading provider of free, real-time online restaurant reservations for diners and reservation and guest management solutions for restaurants.

An opt-in email form allows visitors to join the Mesob email club and receive immediate benefits of joining. For joining the Mesob e-club, members receive an email immediately with a certificate for a free appetizer and will receive a certificate for a free dessert on their birthday. Mesob has partnered with Fishbowl, Inc., a leading provider of on-demand marketing software and services to the restaurant industry to keep email club members constantly aware of new offers, discounts and promotions.

The new menu section showcases five downloadable restaurant menus, including Lunch, Dinner, Brunch, Desserts and Beverages. This is a new feature of the website, as many patrons have requested menus and current pricing, not previously available on the web.

The first-ever Mesob Ethiopian Restaurant press kit, designed by Smith-Siculiano, includes a restaurant fact sheet, a press release archive, media appearances, reviews and testimonials. With a recent appearance on ABC News and increased media coverage, Smith-Siculiano ensured the new website had this feature for the media, with recent increased demand for this instant access.

“For a small, suburban, ethnic restaurant to have such a great year in this economy, something is really working,” says Mengistu, owner of Mesob. “Since we started a regular marketing program that includes internet marketing, social media and public relations, we are able to learn more than ever about our customers and future customers. We are at the point where we need to have the most engaging and up-to-date website with requests for more information about our restaurant offerings, and we feel our new website is the perfect solution.”

MESOB ETHIOPIAN RESTAURANT is located at 515 Bloomfield Avenue, Montclair, NJ (973-655-9000). It's a favorite for both vegans & meat lovers with its authentic Ethiopian foods and its dedication to using the freshest, non-preservative ingredients including imported Ethiopian spices. A highly “social” restaurant, Mesob can be visited at www.mesobrestaurant.com and www.facebook.com/mesob.

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