

## the insiders' guide to eating out in Bath



The Pig Guide has now grown to be the most respected independent food guide in Bath. With over **8,100 followers**, the Pig Guide Twitter account has real power and authority, which we believe has enormous benefits for anyone running a hospitality business in the area.

---

It is an exciting time for The Pig Guide! Our followers continue to grow and the new-look website is getting more and more hits. Melissa Blease and Nigel Locker combine huge experience and expertise in the marketing and promotion of hospitality businesses. Melissa's editorial prowess and media contacts are second to none and Nigel brings a wealth of marketing and business development experience, having run several local magazines and a successful PR and marketing agency, Bud UK Ltd.

We have new sections on the website covering Suppliers and Producers and we are soon to launch an Out OF Town section.

The Pig is still majority owned by The Group Of Seven, a full-service graphic design agency run by Jason Ewing. Jason says: "Melissa, Nigel and I have worked together for many years and I'm really excited to see The Pig Guide growing and developing. We have plans to take The Pig much further and eventually roll out the service to other categories of business in the food and drink markets and maybe, in time, to other cities."

If you would like to discuss how The Pig Guide could work for you, please get in touch to arrange a meeting.

---

### The Pig Guide package is

- Listing and full review on www.thepigguide.com for 12 months
- A programme of tweets about your business and your offers
- Proactive re-tweeting of your key messages and information
- Your job vacancies tweeted and listed on the new jobs section of the website
- All for £199 plus VAT per annum - less than £4 per week!

### Add-ons at preferential rates for members include

- A Pig Guide event (supper club, tasting, talk, etc)
- Full PR and Marketing services
- Marketing/Business Development advice and planning
- Staff training and development
- Event planning and management
- Graphic design/Website design and build
- Print buying
- Point-of-sale material

### Enquires

Membership: Nigel Locker – nigel@bud.uk.com / 07866 407657

Editorial: Melissa Blease – info@thepigguide.com

---