

Chatter BOX

m²
public relations

May 15, 2019

ATL

Georgia

New Client Alert

Black Walnut cafe joins M2PR



The new kid in town, Black Walnut Cafe.

Making a first appearance in last week's newsletter, M-Squared Public Relations is joined by a new client: [Black Walnut Cafe](#).

Focusing on comfort foods, Black Walnut Cafe is the perfect place to lounge over breakfast, brunch, lunch and dinner, featuring menu items like handcrafted sandwiches, freshly tossed salads, chilled local craft brews and house-made gelato.

After opening in 2002 as a contemporary destination in Texas cities like Houston, Dallas, Fort Worth and Austin, Black Walnut Cafe is now in the Atlanta market with locations in [Peachtree Corners](#) and [Alpharetta](#).

Don't forget; kids eat free every Wednesday night.

Making a Mark

AC Hotel Charlotte City Center and Nuvolé Rooftop TwentyTwo welcome Mark Genter as new Food and Beverage Director



The Renaissance man of Charlotte, North Carolina,
Mark Genter.

With a dynamic resume and over 16 years of experience, Mark Genter was hired as Food and Beverage Director at [AC Hotel Charlotte City Center](#) and [Nuvolé Rooftop TwentyTwo](#).

In this role, Genter's responsibilities will include menu development of the rooftop bar and leading the hotel's food and beverage team.

From four-star French restaurants in San Diego, California, to Director of Food and Beverage Services at The Cyprus of Charlotte, Genter has an impressive resume.

With a competitive spirit and genuine appreciation for the industry, the staff at AC Hotel Charlotte and Nuvolé look forward to experiencing the new energy that Genter will bring to the table.



220 E Trade St,
Charlotte, NC 28202
(704) 348-4002



Your Next Wine Destination: Oregon

May is Oregon Wine Month and Reid's Fine Foods is celebrating

Want to know a secret from the West? Oregon is an incredible place for wine.



Oregon wines are divine!

[Reid's Fine Foods](#) is joining the month-long celebration of Oregon Wine Month. Each week, Reid's will feature wines from different appellations and vineyards from the state.

Now through Sunday, May 19, Myers Park and SouthPark locations are offering special pricing for Reference Point rosé (\$9) and pinot noir (\$13).

Take a "trip" to Oregon at Reid's this month while the deals last.

For more information, call Myers Park at (704) 377-1312 or SouthPark at (704) 377-7686.



Sunny Afternoons Afoot

[WP Kitchen + Bar](#) offers bright drinks just in time for summer



From Left: Pink Kool-Aid, Strawberry Fields and Strange Days

[WP Kitchen + Bar](#) is at it again with its fun and tasty summer cocktails.

Get lost in Strawberry Fields made with Ketel One Vodka, simple syrup, fresh strawberries and mint.

Unwind with Stranger Days mixed with Jim Beam whiskey, blood orange and a hint of ginger.

If those don't fit your summer vibe, try this childhood classic with a kick: Pink Kool-Aid with Hendricks gin, Amarena cherry essence, lemon juice and mineral water.

These cocktails are \$6 this Thursday only but are available throughout the week.

Find your summer at WP Kitchen + Bar!



KITCHEN + BAR

6706 Phillips Pl Ct. C,
Charlotte, NC 28210
(704) 295-0101

Obsessed

Lazy Bums Use Bum Bum

If squats are too much effort, Brazilian Bum Bum Cream gets you summer ready



Brazil bums are best

The school year is ending, the days are getting longer and the shorts are getting shorter.

If you're not feeling swimsuit ready yet, take note from south of the equator, and slather on Sol de Janeiro's [Brazilian Bum Bum Cream](#).

The rich cupuacu butter and coconut oil formula is mixed with the Amazon plant, guarana, which contains twice as much caffeine found in coffee seeds.

"Caffeine can help minimize the appearance of cellulite by dehydrating the fat, while actually [helping] your body break it down," said dermatologist Joshua Zeichner, M.D., director of cosmetic and clinical research at Mount Sinai Hospital.

A cream that breaks down fat? We're in.

You can find this Brazilian miracle [here](#).

SOL de Janeiro

Chat Session

Write It Up

M-Squared PR chats with designer and calligrapher [Mary Carpenter](#)

Calligrapher and owner of Love, Louise Designs, [Mary Carpenter](#), has the magic touch. We asked her about her artistic journey and starting a business.

Why did you decide to start your own design company?
I felt called to. I knew it was going to be the hardest thing I had ever done, but I also knew if I didn't take the leap, I would have really regretted it. My late maternal



Mary Carpenter

favorite or most memorable calligraphy project?
My sister's wedding remains a favorite because it was my first ever calligraphy project and she simply believed in me...even after I messed up and had to redo one envelope 16 times (yes, I know the person and yes, I think of it every time I see him).

I see you're an artist! What other types of artistic mediums do you work with and why?

Along with calligraphy, I also live paint at events and take on painting commissions! I've also been known to paint my clothes and paint a few other's clothes, too. I love to work with my hands and believe, that like people, art can't be put in a box. Figure out what brings you joy and then run toward it.



www.lovelouisedesigns.com

grandmother's name was Louise, and she signed her letters with "love." It seemed fitting to name my company after her.

When did you get into calligraphy and why?

I worked at a company that was less than imaginative and desperately needed that creative juice. My mom suggested an art class, and calligraphy fit into my schedule. It just so happened that my sister was engaged, so she encouraged the class too hoping I could help her with invitations. (Spoiler Alert: I did her invitations a few months later!)

Explain the different styles of calligraphy.

There is modern, traditional, italic and brush--to name a few. Traditional is most often done on formal invitations while brush may be used for a more fun look, like "save the dates" and party invites.

What's your



Follow Carpenter on Instagram at [@love_louise_designs](https://www.instagram.com/love_louise_designs)

mark your CALENDAR

CLT: South End Hops Fest, May 18

South End Hops Fest will be delivering a week-long series of events leading up to the 6th annual RescuedMe. Events include a kick-off party, exercise, paint, dinner and parade all featuring local brews. VIP tickets (\$60) include exclusive access to Great Lakes Brewing and Triple C Brewing beers, bratwurst, hamburgers, a souvenir glass and one hour early admittance to the festival. Get tickets [here](#).

ATL: Roswell Mimosa Festival, May 18

From 1 - 5 .p.m., enjoy mimosas with flavors like orange-mango, orange-pineapple, orange-strawberry, blood orange and peach bellinis. Bloody Marys, Brunch Punch, beer and wine will also be available. Additionally, the event will feature live music, a DJ tent and great food from local Roswell restaurants and food trucks. Tickets are \$50; get them [here](#)!

CLT: Give Back Ride, May 22

Leukemia and Lymphoma Society (LLS) and First Wind Cycling & Fitness are partnering to raise money in the fight against cancer. At various times throughout the day, participants will enjoy an invigorating cycle class or a cycle and barre class, while contributing to a noble cause. Four dollars of each \$20 ticket sold will be donated to LLS. Buy tickets [here](#).

ATL: 17th annual Kirkwood Spring Fling & Tour of Homes, May 18

In Bessie Branham Park from 10 a.m - 8 p.m., participate in a 5K, stroll through the artists market and catch some live music. In addition to a tour of the neighborhood's beautiful homes, the event also includes local food vendors and a BBQ competition. Best of all, admission is free. For more information, click [here](#).

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