

FLASH

148 FAPC, Oklahoma State University, Stillwater, OK 74078 • 405-744-6071 • www.fapc.biz

Guerilla Gourmet is helping Oklahoma food businesses

Stillwater, Okla. – Nov. 25, 2008

Two Oklahoma restaurateurs and clients of the Robert M. Kerr Food & Agricultural Products Center, located on the Oklahoma State University campus, are helping other Oklahoma food businesses to succeed.

Sean and Cathy Cummings, owners of Sean's Irish Pub and Vito's Ristorante in Oklahoma City, started a live talk radio show to help publicize other restaurants and food businesses in Oklahoma. The show, called Guerilla Gourmet, is on Sunday mornings at 11 a.m. on KTOK 1000 AM.

"Most people in the food industry don't know anything about public relations, so we wanted to help get those people started," Sean said. "We want those people who are dead broke but have great food to make it."

Sean said he started the talk show about six years ago because he wanted those people who are doing something good in the industry to get noticed. Sponsors fund the show, and about 5,000 people listen to the show each Sunday.

"We like to find restaurants that no one knows about and are hanging by a thread to be on the

show," Sean said. "That's what it is all about."

Many of the businesses that appear on the show are clients of the FAPC, said Jim Brooks, FAPC manager of client services.

"Sean and Cathy should be recognized for their promotion of the restaurant industry through their Guerilla Gourmet radio program," Brooks said. "You have to be very confident and comfortable in your own restaurant operations to invite your competition to the program. I commend them for their interest and work to promote all facets of the food industry."

The Cummings' were introduced to the FAPC when Cathy was interested in bottling a spaghetti sauce for retail sale in Vito's Ristorante.

"I found out about the Basic Training offered at the FAPC from my produce guy," Cathy said. "I had to take the class to learn, and it's valuable information."

Basic Training is a workshop for individuals who are interested in starting a food business. The training helps participants address issues through business planning assistance, market identification, strategies and an explanation of food processing regulations.

After Cathy attended Basic Training, Sean took the class for curiosity.

"The FAPC has a good thing going," Sean said. "We started the talk radio show for the same reasons that FAPC does what it does—to help food businesses."

Sean is not new to the restaurant industry. He opened his first restaurant, B & S Pizza in Kansas City, at the age of 21 and later opened Café Nile and the Grill, which were top 100-rated restaurants in America.

After moving to Oklahoma City in 1998, Sean opened Boca Boca Restaurant, a seafood and steak restaurant. The Cummings currently own and operate Sean's Irish Pub and Vito's Ristorante in Oklahoma City.

In addition to Guerilla Gourmet, the Cummings also have a segment called Gourmet Grill with Cathy and Sean, which airs on Saturdays at 7 a.m. on KWTV Channel 9.

FAPC clients and other Oklahoma food businesses that are interested in appearing on Guerilla Gourmet with the Cummings, should contact Brooks by calling 405-744-6071 or e-mailing jim.brooks@okstate.edu.