

## Hestia: Rooftop Restaurant Grand-Opening

PIVOT was engaged by Concord Hospitality to coordinate and execute the grand opening of its newest Opus Collection by Concord member restaurant, Hestia. Hestia boasts inventive Asian cuisine, 180-degree panoramic views of the region, and captivating artistic features. The PIVOT team collaborated with the operating team at Concord Hospitality, the ownership team at Panorama Holdings, and Hestia teams to plan a series of grand opening events that showcased Hestia's one-of-a-kind culinary experience. In addition to coordinating the grand opening event and generating buzz around the arrival of Hestia, we assisted in planning and executing hiring initiatives and events leading up to the opening. PIVOT efforts resulted in significant traditional media coverage, social media attention, and name recognition among key food and beverage and hospitality personalities in the Charlotte region.

Overall, our work was split into 4 categories: **event coordination**, **influencer relations**, **media relations**, and **social media management**.



## Hestia: Rooftop Restaurant Grand-Opening

### EVENT COORDINATION

The PIVOT team planned and executed a grand-opening event for local media and influencers. The event hosted **150+ people** with engaging entertainment features, including a 360-degree photobooth, an electronic violinist, and more!

**"LAST NIGHT I ATTENDED THE PRE-GRAND OPENING EVENT AND WOW! YA'LL CRUSHED IT "**

**"THE INTENTIONALITY THAT WENT INTO PLANNING THE EVENING DOES NOT GO UNNOTICED!"**

### SOCIAL MEDIA MANAGEMENT

PIVOT managed Hestia's owned social media channels leading up to and following the grand opening event. This includes amplifying Hestia-owned content, coordinating paid ads, and 24/7/365 monitoring and response.

**248%**

INCREASE IN  
INSTAGRAM  
FOLLOWERS

**199%**

INCREASE IN  
INSTAGRAM  
REACH

**121K**

INSTAGRAM  
IMPRESSIONS

**18K**

USER ACTIONS  
ON HESTIA'S  
PROFILE

**14K**

HESTIA  
PROFILE  
VISITS

**4K**

VISITORS  
DRIVEN TO  
HESTIA  
WEBSITE



[www.pivot-pr.com](http://www.pivot-pr.com)



Charlotte, NC



704) 774 - 9271



[info@pivot-pr.com](mailto:info@pivot-pr.com)

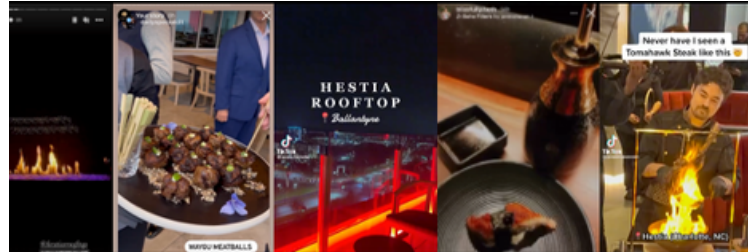


## Hestia: Rooftop Restaurant Grand-Opening

### INFLUENCER RELATIONS

Leveraging our deep relationships and industry knowledge, PIVOT coordinated with 20+ local and regional food and beverage influencers to attend the grand opening event.

Influencers shared their experiences across social media through Instagram posts, reels, or stories, TikTok videos, and more!

**20+****INFLUENCERS  
IN  
ATTENDANCE****1.72M****POTENTIAL  
INFLUENCER  
REACH****225+****UNIQUE  
SOCIAL  
CONTENT  
POSTS**

DAILY SPECIAL CLT  
97.9K FOLLOWERS



CLT GUIDE  
85.1K FOLLOWERS



EAT DRINK CLT  
67.6K FOLLOWERS



QUEEN CITY CHIC  
39.5K FOLLOWERS



JENSEN SAVANNAH  
38K FOLLOWERS



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# Hestia: Rooftop Restaurant Grand-Opening

## MEDIA RELATIONS

PIVOT secured attendance and **30 pieces** of original coverage from top-tier media outlets in the Charlotte area, in addition to **50+ syndications** of coverage nationwide.

Coverage spanned a variety of mediums, including articles, broadcast features, newsletters, social coverage, and more. Articles spoke to various aspects of Hestia, including the business story, highlighting menu items, announcing the opening, + more.

### Notable Coverage:

Axios Charlotte, [Hestia is Ballantyne's newest rooftop restaurant](#)

Charlotte Business Journal, [Asian-inspired rooftop restaurant Hestia opens in Ballantyne](#) (PHOTOS).

Charlotte Five, [Hestia Rooftop offers sweeping views in Ballantyne](#)

Charlotte Observer, [New rooftop bar opens in Ballantyne, serving modern Asian cuisine and panoramic views](#)

Charlotte Observer, [Spring is here. Enjoy these 23 rooftop bars and restaurants in Charlotte](#)

WSOC, [Asian-inspired rooftop restaurant Hestia opens in Ballantyne](#)

WBTV QC@3, [Panoramic views at new Hestia restaurant](#)

### CHARLOTTE FIVE

Things to Do Food & Drink Around Town Email and Development The Culture Business Choice

#### New rooftop bar opens in Ballantyne, serving modern Asian cuisine and panoramic views

BY ALISON SPYER  
SPRING 2023, 10:00 AM



It's not a matter of if, but when the rooftop bar opens in Ballantyne on March 23, 2023, at Charlotte Five.

When it comes to Thursday, March 23, 2023, Ballantyne's new rooftop bar, Hestia, is the place to go for a spring heat wave. A spring heat wave is arriving, meaning it's time to enjoy the views above the Queen City.

The rooftop bar, which is the only one in Ballantyne, is located in the Ballantyne Village area. The rooftop bar, which is the only one in Ballantyne, is located in the Ballantyne Village area.

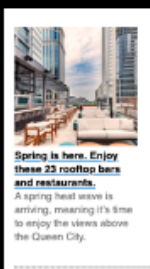
### CHARLOTTE FIVE

YOUR GUIDE TO THE CITY, 5 DAYS A WEEK.

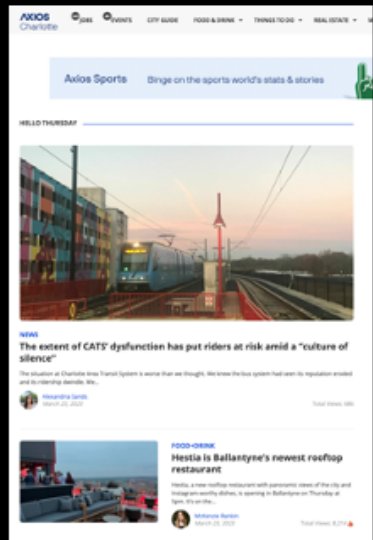
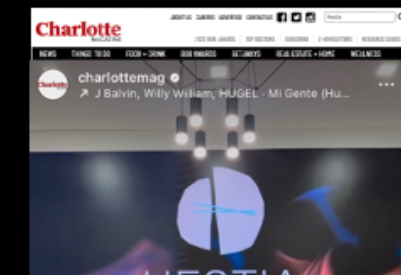
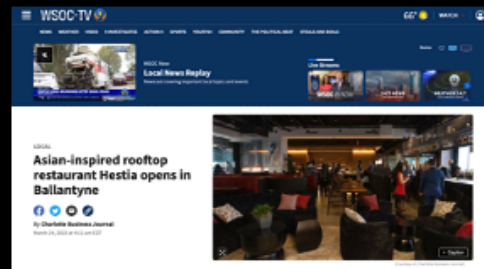
THINGS TO DO FOOD & DRINK AROUND TOWN PEOPLE WORKLIFE

### Hestia Now Open For Rooftop Dining In Charlotte North Carolina

It seems one of the best growing areas of Charlotte sits right in the heart of Ballantyne's near 1,400. Axios Charlotte reports Hestia is now open for rooftop dining in North Carolina's Ballantyne Village in South Charlotte. Hestia Rooftop features modern Asian cuisine with 180-degree views over Ballantyne Village. Diners



Spring is here. Enjoy these 23 rooftop bars and restaurants. A spring heat wave is arriving, meaning it's time to enjoy the views above the Queen City.



+ more...



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Overall, our work was split into 4 categories, event coordination, influencer relations, media relations, and social media management. See a detailed breakdown of each pillar below.

### EVENT COORDINATION

The PIVOT team planned and executed a grand-opening event for local media and influencers. The event hosted 150+ people with engaging entertainment features, including a 360-degree photobooth, an electronic violinist, and more!

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### INFLUENCER RELATIONS

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**20+**

**INFLUENCERS  
IN  
ATTENDANCE**

**1.72M**

**POTENTIAL  
INFLUENCER  
REACH**

**225+**

**UNIQUE  
SOCIAL  
CONTENT  
POSTS**

### MEDIA RELATIONS

PIVOT secured attendance and **24 pieces** of coverage from top-tier media outlets in the Charlotte area. Coverage spanned a variety of mediums, including articles, features, newsletters, social coverage, and more.

**AXIOS**  
Charlotte

**COUNTRY**  
**103.7**

The Charlotte Observer

**C5**



**SC** scoop

**EATER**  
CAROLINAS

The Charlotte Ledger  
BUSINESS NEWSLETTER

**yahoo!news**

**CHARLOTTE  
BUSINESS JOURNAL**

plate

**WBTV**  
ON YOUR SIDE

Rome News-Tribune

### SOCIAL MEDIA MANAGEMENT

PIVOT managed Hestia's owned social media channels leading up to and following the grand opening event. This includes amplifying Hestia-owned content, coordinating paid ads, and 24/7/365 monitoring and response.

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