

OXFORD EXCHANGE

PUBLIC RELATIONS
PRESENTATION

Wendy French
Philip Novotny
Taylor Young
Katherine Rockman



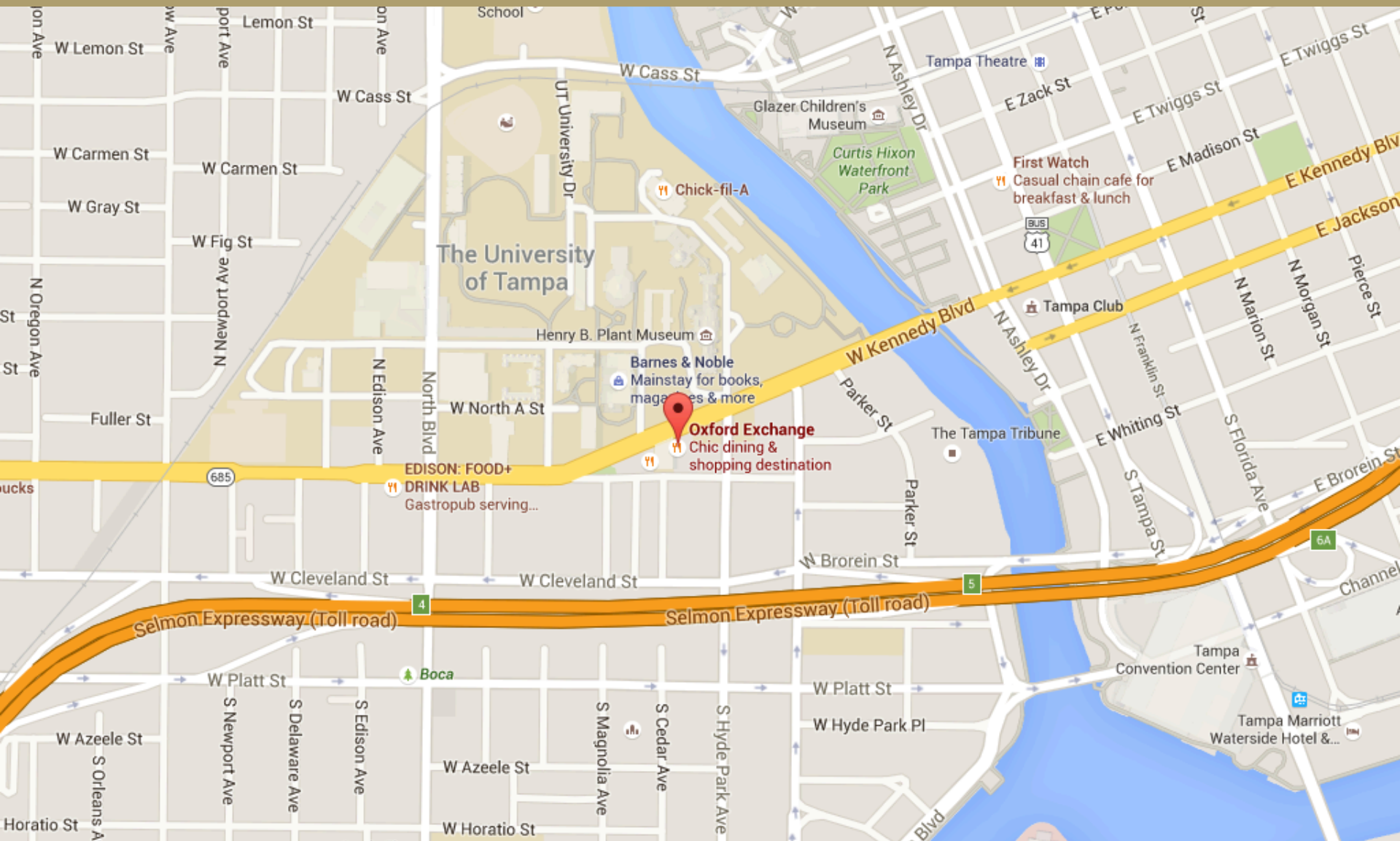
OXFORD EXCHANGE



The Oxford Exchange is a restaurant in Tampa that includes a bookstore, a coffee shop, and retail shop.

HOURS: Mon – Fri 7:30 AM – 5:30 PM
Sat – Sun 9:00 AM – 5:30 PM

CONTACT: 813.253.0222
info@oxfordexchange.com



ADDRESS: 420 W. Kennedy Blvd.
Tampa, FL 33606













Anna Kirby
PHOTOGRAPHY





Carrie Wildes
PHOTOGRAPHY . ART . DESIGN

BACKGROUND

BLAKE CASPER: Blake Casper is the founder of the Oxford Exchange. He was inspired by English architecture while visiting London.

OPENING: Casper began plans for creating the Oxford Exchange in 2011. The building process took over a year, because everything was hand-built, using materials from a dozen countries. The grand opening was on September 24th, 2012 at 6:30 AM.



Founder Blake Casper and his sister, Allison Casper Adams

MEDIA KIT

OE

OXFORD EXCHANGE

813.253.0222 | info@oxfordexchange.com

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HOURS:

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9:00 AM – 5:30 PM

WEBSITE:

oxfordexchange.com

BUSINESS SIZE:

100–250 employees

REVENUE:

\$25 mil – \$50 mil

COMPANY INFO:

The Oxford Exchange is a restaurant located right outside of Downtown Tampa in Florida that includes a bookstore, a coffee shop, and retail shop. It first opened in September 2012. Blake Casper & Allison Casper Adams are the owners of Oxford Exchange. They are a brother and sister team, who also own 50 McDonald's Franchises in the Tampa Bay area. The inspiration behind the concept was from a trip to London and the décor and architecture of the building reflects many English landmarks. Oxford Exchange has quickly become a Tampa staple and is growing at a rapid pace with new items and services.

PRODUCTS AND SERVICES:

Food and Drink:

- The Restaurant
- Buddy Brew Coffee Bar
- TeBella Tea Company Bar

Retail:

- The Bookstore
- The Shop
- Warby Parker Eyeglass Shop

Commerce Club

Private Events (i.e. Weddings, Parties)

Oxford Design Studio



SOCIAL MEDIA:



19,839 Likes



3,814 Followers



21,600 Followers



853 Followers



9 Subscribers

RECENT PRESS COVERAGE:

Warby Parker to open eyewear store in Tampa's Oxford Exchange

Tampa Bay Times, February 2016

<http://www.tampabay.com/news/business/retail/warby-parker-to-open-eyewear-store-in-tampas-oxford-exchange/2265416>

Tampa's Oxford Exchange tops list of most booked restaurants

News Channel 8, WLFA, February 2016

<http://wfla.com/2016/02/26/tampas-oxford-exchange-tops-list-of-most-booked-restaurants/>

How Tampa's Oxford Exchange plans to become a 'lifestyle brand'

Tampa Bay Business Journal, January 2016

<http://www.bizjournals.com/tampabay/blog/morning-edition/2016/01/how-tampas-oxford-exchange-plans-to-become-a.html>

CRISIS

A peanut contamination results in a close to fatal accident

On Monday, April 11th 2016, a major crisis occurred at the Oxford Exchange. A 12- year-old boy was instantly hospitalized due to cross contamination in the kitchen. Minutes after taking a bite out of the chicken burger Jason Smith's allergies took over. He collapsed right in the middle of the restaurant while sitting at a two top with his mother, Jane Smith. By the time the paramedics arrived, he was almost on his last breath. The paramedics were quick enough to get him on IVs and a breathing machine before this incident could take his life.

CRISIS MANAGEMENT PLAN

- 1) **Contact:** First, the nearest employee must handle any emergencies appropriately, calling 911 if necessary. The crisis management team must be contacted and informed them of the details of the occurrence, so they can form a response to the event.
- 2) **Fact Checking:** Gather all the facts and check that they're accurate. This includes the date, time, name(s) of the victim(s), and the name(s) of the people with the victim(s) at the time.
- 3) **Spokespeople:** Keep them informed about any updates about the crisis event and key message points.

CRISIS MANAGEMENT PLAN

- 4) **Inform The Public:** Contact news channels and other media to state what we are doing to assist the victim(s) and their family. Use social media to post updates.
- 5) **Respond Appropriately:** This could include stress trauma counseling and expressing our condolences and sympathy for the victim(s) and their family.
- 6) **Prevention:** Take necessary actions to prevent this crisis event from occurring again. Keep the public informed about our prevention plans.

NEWS BRIEF

Oxford Exchange News Brief

FOR IMMEDIATE RELEASE

April 11, 2016

Contact: Philip Novotny (philip.novotny@spartans.ut.edu)
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OXFORD EXCHANGE TEMPORARY CLOSING FOR CLEANING

TAMPA BAY – The Oxford Exchange will be closing Thursday, April 14th due to a peanut contamination on Monday. Paramedics attempted to revive 12-year-old Jason Smith after suffering from a peanut allergy attack. Smith, a Brandon resident, had ordered a specialty chicken burger while at lunch with his mother, Jane Smith.

“We are deeply sorry for what has occurred on Monday,” says Blake Casper, founder of the Oxford Exchange. “This grave occurrence has shed light on how our company has been lacking with taking precautions for allergies. Our main priority is with our customers, which is why we will be doing a full extensive cleaning of our restaurant in addition to creating new policies to prevent something like this from occurring again.”

The Oxford Exchange is a restaurant in Tampa that includes a bookstore, a coffee shop, and retail shop. For more information, please visit <http://oxfordexchange.com>.

MEDIA ALERT

Oxford Exchange Media Alert

OXFORD EXCHANGE TEMPORARY CLOSING FOR CLEANING

What: The Oxford Exchange will be closing to do a full extensive cleanup of their restaurant.

Who: The Oxford Exchange is a restaurant in Tampa that includes a bookstore, a coffee shop, and retail shop.

Why: Last Monday 12-year-old Jason Smith passed away after suffering from a peanut allergy.

When: Thursday, April 14th

Where:

420 W. Kennedy Blvd.
Tampa, FL 33606

Media Contacts:

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PRESS RELEASE

Oxford Exchange Press Release

FOR IMMEDIATE RELEASE

April 11, 2016

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OXFORD EXCHANGE ANNOUNCES PEANUT CROSS CONTAMINATION

TAMPA BAY – The Oxford Exchange staff discovered a peanut cross contamination in their specialty chicken burger. Jason Smith, a 12-year-old boy and Brandon resident felt the full effects of his peanut allergy. After suffering an allergy attack, paramedics were immediately called by restaurant management in a maximum effort to revive Smith to no avail.

As a result of this horrific incident, Oxford Exchange will provide full compensation for Smith's medical bills in addition to other monetary benefits as needed. Free grief counseling will also be given to employees and victims that are suffering from trauma in relation to this occurrence. Additionally, the restaurant will be closed for a full 24 hours this Thursday in order to execute our allergy-free initiatives moving forward.

New decontamination training and innovative restaurant maintenance will be conducted to make Oxford Exchange an allergy-free restaurant in and outside of the kitchen. Overall, Oxford Exchange is committed to assist all parties in this delicate circumstance and will fully allocate all of its available resources to reassuring that this incident will never occur again at this establishment.

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PUBLIC RELATIONS PRESENTATION

Any questions?

Wendy French

Philip Novotny

Taylor Young

Katherine Rockman