

WELCOME EXPRESS REPORT

JANUARY 2010

Sponsor Spotlight



For over 19 years, Antoine's Cafe has offered San Clemente locals a warm place to enjoy a tasty meal with friends and family. Open seven days a week for breakfast and lunch, Antoine's offers an extensive menu all day long. For breakfast, diners can enjoy gourmet coffee drinks, three-egg omelets or homey plates of bacon & eggs, and for lunch, delectable salads topped with goat cheese toast points or juicy hamburgers topped with avocado & cheddar cheese served with french fries. Do you have a birthday coming up? Stop by the cafe, fill out a contact card,

and we'll send you a birthday email with a coupon for a free dessert. Just print the email, come over to Antoine's, and we'll treat you to a warm apple tart or a flourless chocolate cake or a house specialty: a strawberry-and-banana nutella-filled crepe. Yum!

949.492.1763

<http://www.antoinescafe.com>



San Clemente has not only one fabulous restaurateur, but two. The owners of Antoine's, Antoine and Veronique Price, were a strong influence on their son, Antoine Jr. After growing up in the business, he went on to start Café Mimosa, another epicurean success!

In just over two years, Cafe Mimosa has earned a reputation as one of the best brunch spots in San Clemente. Week after week, customers line up on Avenida Del Mar, mimosa in hand, patiently awaiting plates of croissant French toast, Spanish eggs benedict and slow-braised crispy pork belly.

Nearly a year ago, Cafe Mimosa opened its doors for dinner, offering seasonal treats such as crispy tempura squash blossoms and seared foie gras with house-made white peach marmalade. Every Wednesday through Saturday evening as well, diners can enjoy a five-course prix-fixe tasting menu.

949.481.6780

<http://www.cafemimosasc.com>



Based on multiple indicators, 2010 looks to be a year of "recovery" for OC. Retailers saw modest gains from the prior year holiday sales and foot traffic was healthy during the season. Looking ahead, the relative strength of holiday sales provides optimism that the future will show a similar pattern.

Granted, we have a long way to go, but some critical elements are starting to point in the right direction: Consumer spending has stabilized somewhat after dramatic cuts. Exports have increased as the global economy recovers. Housing prices have stabilized & have in fact been rising in some OC cities. Business inventories have reached a turning point, resulting in a slight production upside. The stock market has gained 50% since March, 09 losses. Nationally, OC ranks 3rd among the top 10 forecasted multi-housing markets between 2010-2014.

In today's world, "not getting worse" is good reason for cautious optimism!

Sponsors Love Us

"We have been using your welcome service since shortly after opening our doors for business four years ago. You have helped bring in many new homeowners to our restaurant and given us the chance to win new guests to our place. The cost is reasonable for the exposure and we will be continuing with your services."

- Mexican Restaurant

Orange County Advertising vs. The "Latte Factor"

Do Orange County Advertising Firms consider "The Latte Factor" when planning their campaigns?

Are you willing to give up your morning latte? The "Latte Factor" is based on just that concept. Whether it is your latte or some other small indulgence, your ability to say no and put that money into savings will put you on the track to financial independence. Or will it?

Admittedly, saving \$4 each time you say no to a coffee treat is significant if you are a caffeine junkie. Or if you bring your lunch to work rather than eat out, you can save even more. What about going to the library instead of the bookstore? There are hundreds of ways to save a considerable amount of money each year with just small changes.

But there are those who believe "The Latte Factor" is misleading. They believe that Americans lack the discipline to consistently save. Or that with the money they are saving on skipping their lattes, they justify another expense for something they really don't need. Perhaps credit cards are where the actual problem exists. With credit, Americans can fuel their desire for instant gratification without the pain of paying for their purchase on the spot.

Regardless of whether you believe "The Latte Factor" is or is not the key to financial success, the true value of "The Latte Factor" is in its challenge to examine the motivation behind the spending and how to be fiscally responsible in your purchases.

And now as a business, how can your knowledge of "The Latte Factor" affect the way you reach out to new customers? We'd love to hear your thoughts!