



## SHARED AND EARNED MEDIA CASE STUDY

# A Local Gem: Gourmet Convenience Store, Mendez Fuel Voted 2023 BEST OF MIAMI®

### The Objectives

The team's primary goal was to establish a marketing framework that effectively reached both customers and the convenience store industry by leveraging impactful media and engaging in social conversations around the variety of lifestyle products found at this community-focused convenience store in Miami.

### The Work

Since 2016, EvClay PR has elevated Mendez Fuel from a hidden gem to the Best of Miami, utilizing content creation to highlight its selection of natural wine, craft beer and gourmet food. The team's responsibilities encompassed working with local food influencers, managing social media, handling customer relations, overseeing public relations and engaging with the South Florida community.

### Final Results

The earned and shared media strategy put Mendez Fuel and its leadership at the forefront of retail trends, creating thought-leadership opportunities in national trend publications like Eater, CSP Daily News and MarketWatch over the last two years. In 2023, the Miami New Times voted Mendez Fuel as the Best Wine Shop in Miami.

## FRESH INSIGHTS

### Content Storytelling

Mendez Fuel continues to have an influence on the way consumers think about convenience stores and their role in the community.

### Thoughtleadership Opportunities

Strategically leveraged the founder, community initiatives and local influencers to ignite far-reaching awareness of Mendez Fuel.

### Word of Mouth

Created a groundswell of conversation among thousands of Mendez Fuel supporters and earned mentions by local and national product partners on social media.



*"Social media has helped boost sales significantly. EvClay PR aligns creative strategy with business goals, driving revenue for our three Miami-based stores."*

**ANDREW MENDEZ**  
VP of Operations,  
Mendez Fuel Holdings