

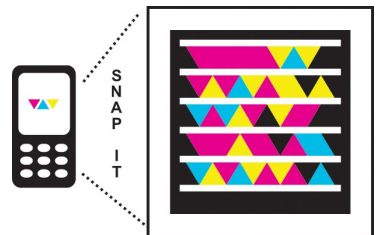
## How Social Media Has Fueled The Rebirth Of A Dining Category.

The revitalized image of the iconic food truck has taken the country by storm. These “mobile eateries” owe a great deal to the buzz of social networking sites, as well as the professional chefs and restaurateurs who prepare the gourmet style creations served on curbs across the country. Conquering city streets in New York, Austin and Los Angeles and now even spreading to smaller metropolitan areas across the country, this new generation of food trucks allow owners to serve inexpensive meals and snacks to customers who are looking for delicious and fair priced cuisine. [Read More](#)



## How Snap Tags Are Becoming A Go To Marketing Tactic.

In a world where real time digital connections and interactive communications have become second nature to consumers and companies alike, it's no wonder that an easy to use tool to deliver information and special offers is making its way to the marketing forefront. **Snap Tags** open the door for marketers to add mobile components and interactivity to traditional advertising pieces. For consumers, these tags provide a direct link to information, entertainment and even rewards simply by using their smartphone. [Read More](#)



## The Growing Popularity Of The Cupcake Food Trend.

America's love affair with the cupcake has been growing since mothers began shipping children to school with the perfect birthday treat for class parties. But bakers and sweet-toothed Americans agree that what was once a love for the delicious sweet treats has grown into a national obsession. At first the cupcake craze was thought to be a trend, but it has now proven to be a legitimate mainstream industry nationwide. [Read More](#)



## The Fun Is In The Food At Ideaworks Food Marketing.

Ranging from the design of our newsletter (*the dish*) to the style of our enhanced web site, Ideaworks has taken on a fresh, new image reflective of our deliciously proud past. Our reasoning is quite simple; we're “foodies” at heart and food is what we do best... at least marketing it that is. We felt that the best way to convey our experience and creative talents to our clients is by starting with our very own inviting and engaging brand. As a food marketing agency with countless years of experience working with brands in various sectors of the food industry, we wanted our image to be as effective as the work we produce for our clients. For more information on our agency or to just take a look at our “recipe make-over,” check out web site by visiting [www.ideaworksfoodmarketing.com](http://www.ideaworksfoodmarketing.com).



blog There's a lot happening in the world of food marketing. Take a look at our blog to see what's cooking. Visit [www.ideaworksfoodmarketing.com](http://www.ideaworksfoodmarketing.com).

Questions or comments? E-mail us at [info@ideaworksfoodmarketing.com](mailto:info@ideaworksfoodmarketing.com) or call 800.879.5301