

LATIN
AMERICA'S

50

BEST
RESTAURANTS

2024

From Rio to the Region

Setting the Standard for Culinary Prestige

JeffreyGroup



OUR HISTORY

In 2023, Latin America's 50 Best Restaurants made history by landing in Brazil for the first time, setting the stage for an unforgettable celebration of the region's culinary excellence. The following year, the awards returned to Brazil, reaffirming the country as a centerpiece of Latin America's gastronomic scene. JeffreyGroup and 50 Best orchestrated a dynamic media strategy that connected with local, regional, and global outlets, creating anticipation and excitement in the months leading up to the 2024 ceremony at Rio's Museu Histórico Nacional. The result was a wave of positive media coverage worldwide, cementing the success.

Regional Strategy in Action

For the 2024 Latin America's 50 Best Restaurants, JeffreyGroup led the communications strategy across the region, ensuring the awards' story reached local, regional, and global media. This effort was **amplified through close collaboration** with the city of Rio de Janeiro and key sponsors, creating a seamless integration between public and private stakeholders. The strategy focused on three main objectives:



AWARENESS

Increasing visibility of each edition among media and opinion leaders across the region



ATTENDANCE

Driving participation of influential figures at signature 50 Best events, including #50BestTalks, Meet the Chefs, and the Awards Ceremonies themselves



EQUITY

Reinforcing the prestige of the 50 Best brand in Latin America — particularly in Brazil — as a benchmark for gastronomic trends

Exclusive Access, Maximum Impact

JeffreyGroup led the strategy, ensuring **maximum visibility and engagement** across Latin America. The team crafted and disseminated multiple press releases and media alerts to **promote special announcements, pre-announced awards, and Signature Sessions**. Embargoed releases enabled tier-one outlets to produce in-depth, multimedia-rich coverage ahead of the official announcements. **To support the announcements, the team organized and coordinated 9 interviews with key media outlets. As a result, 9 publications were achieved, 6 from Brazilian media and 3 from LATAM media.** This approach secured **extensive replication of news** and amplified partner mentions across local, regional, and international media.

Leveraging the presence of top chefs, JeffreyGroup hosted Meet the Chefs events, giving 22 media outlets an **exclusive early access to culinary talent** to foster meaningful dialogue and diverse perspectives in the gastronomic world. The #50BestTalks followed, providing a platform for journalists to explore **conversations around the power and influence of food**, attracting over 50 media outlets.



Awards Day Excellence



During the Awards Ceremony, the team was responsible for **media registration, escorting attendees, and facilitating tier-one interviews** with the No.1 winners (Infobae and CNN Brasil), with 130 media present onsite. Among the regions, Brazil was the most represented country with 78 media and influencers in attendance at the awards ceremony. Due to its proximity to the country, Argentinian media had the largest representation among international outlets, followed by Chile and the USA, each with five attendees. Media were also ushered to the No.1 press conference, where we had approximately **45 media members** join the discussion.

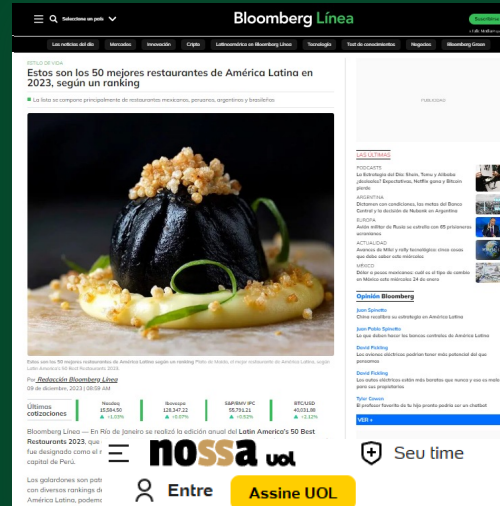
JeffreyGroup's tactical execution ensured that **every announcement and activation**, during the event, was **translated into high-impact media coverage**, positive sentiment, and strengthened the prestige of Latin America's 50 Best Restaurants.

Positive Buzz Across Borders

2024 Latin America's 50 Best Restaurants generated media coverage spanning **over 61 countries**, with Brazil playing a central role in amplifying the awards' story - top markets included Argentina, Bolivia, Chile, Colombia, Mexico, and the United States, among others.

The conversation around the 2024 edition was dominated by **online conversation**, with 3,329 mentions. Overall, the sentiment was positive; 82% of the articles published in 2024 were classified as positive. Diving deeper into the negative coverage, articles flagged were often linked to current events or reported on the same page as news about restaurants connected to the 50 Best lists. As a result, we found **0% of articles were negative** about Latin America's 50 Best Restaurants 2024, specifically. This highlights the **strong reputation and credibility** of Latin America's 50 Best Restaurants in the region.

Bloomberg Línea



infobae



Nossa Cozinha

50 Best: Don Julio é melhor restaurante da América Latina, Lasai fica em 7º



Chers estrelados da América Latina vão comandar jantares do 50 Best no Rio



One Powerful Story



3,585

Total Clippings*



18.09B

Audience Reach



\$40.75M

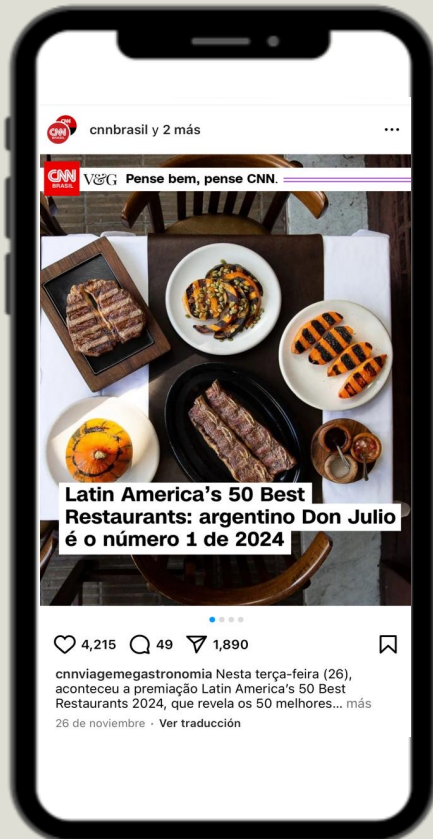
AVE

**Based on "Latin America's 50 Best Restaurants 2024" Search; includes online, blogs, print, podcasts, and TV*

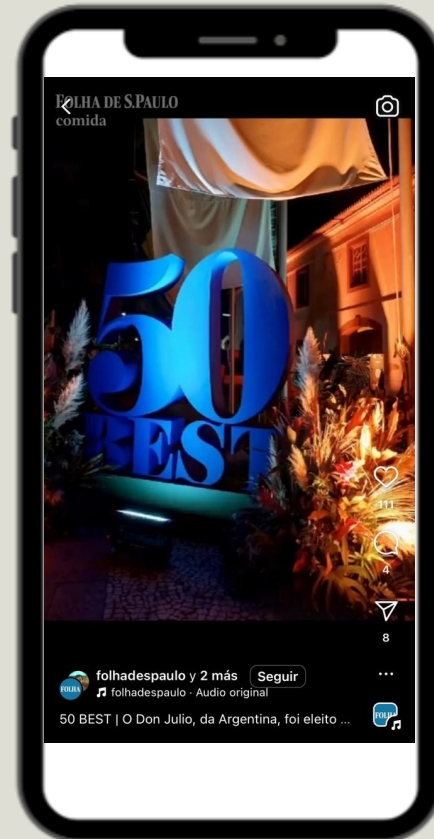
In the Headlines



In the Social Media



271K Followers
CNN Viagem e gastronomia
| Brazil | November 26, 2024



3.8M Followers
Folha de S.Paulo | Brazil
| November 27, 2024



3.1M Followers
Infobae (IG Story) | Regional
| November 27, 2024



482K Followers
Maia Chacra | Argentina
| November 27, 2024

**THANK YOU!
¡GRACIAS!
OBRIGADO!**

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