

# Pig & The Sprout

## **PR INTERNSHIP Job description:**

Job Title: Public Relations Intern

Location: Denver, Colorado

Company: The Pig and the Sprout

Duration: Spring Semester 2025 Jan 16th - May 11th

Compensation: Paid 18.25/hour (10 hours per week)

### About Us:

The Pig and the Sprout is a family friendly dining establishment providing good vibes and catering to the Denver locals. We are known for our double-sided menu that features deluxe pork dishes and amazing vegan friendly dishes. We pride ourselves on creating memorable culinary experiences for our guests while fostering a strong community presence.

### Position Overview:

We are seeking a passionate and creative Public Relations Intern to join our team. This internship offers a unique opportunity to dive into the world of food and hospitality PR, supporting our efforts to promote our restaurant and engage with our community.

### Key Responsibilities:

- Assist in the development and execution of PR campaigns to promote new menu items, events, and promotions.
- Create engaging press materials, including press releases, media advisories, and social media content.
- Research local food trends, influencers, and media outlets to identify potential opportunities for outreach.
- Monitor and report on media coverage related to the restaurant and industry.
- Help manage and update our social media accounts, including content creation and scheduling.
- Participate in brainstorming sessions and contribute creative ideas for promotional events and initiatives.
- Assist in organizing and promoting events such as tastings, cooking classes, and community gatherings.
- Maintain a database of media contacts and community partners.

### Qualifications:

- Currently pursuing a degree in Public Relations, Communications, Marketing, Hospitality, or a related field.

- Strong written and verbal communication skills with a passion for food and dining.
- Familiarity with social media platforms and a creative approach to content creation.
- Detail-oriented with excellent organizational and time management skills.
- Ability to work collaboratively in a fast-paced environment and adapt to changing priorities.
- Basic knowledge of graphic design tools (e.g., Canva, Adobe Suite) is a plus.
- Previous experience in PR, marketing, or the restaurant industry is an advantage but not required.

Benefits:

- Hands-on experience in the public relations field within the culinary industry.
- Opportunity to work with a passionate team and learn from industry professionals.
- Networking opportunities with local food influencers and media.
- Free Food and Flexibility

How to Apply:

Interested candidates should submit their resume, cover letter, and any relevant work samples to andy@pigandsprout by January 5th, 2025. Please include "Public Relations Intern Application" in the subject line.

Join us at The Pig and the Sprout and help us share our love for food and community!

**HOSPITALITY INTERNSHIP:**

Location: Denver, Colorado

Company: The Pig and the Sprout

Duration: Spring Semester 2025 Jan 16th - May 11th

Compensation: Paid 18.25/hour (10 hours per week)

- Duration: Fall/Spring semester, 3-6 months
- Hours: Flexible schedule, approximately 10-12 hours/week
- Compensation: TBD

Job Description: Hospitality Student Intern

Key Responsibilities:

As a Hospitality Student Intern, you will work closely with our management team and front-of-house staff to develop practical skills and knowledge in the hospitality industry. Your tasks will include:

- Customer Service: Assist in providing exceptional service to guests, responding to inquiries, and resolving any concerns to ensure a memorable dining experience.
- Event Coordination: Help plan and execute special events, promotions, and seasonal activities to enhance guest engagement and increase restaurant visibility.

- Marketing Assistance: Collaborate on marketing initiatives, including social media content creation, promotional materials, and community outreach efforts.
- Team Collaboration: Work alongside various departments, including kitchen staff and management, to foster teamwork and improve communication within the restaurant.
- Feedback and Improvement: Gather guest feedback and assist in implementing strategies for continuous improvement in service and operations.

#### Learning Objectives:

This internship is designed to provide students with hands-on experience that aligns with academic goals, including:

- Understanding the dynamics of restaurant operations and customer service excellence.
- Developing skills in event planning and marketing strategies within the hospitality industry.
- Gaining insights into inventory management and operational efficiency.

#### Qualifications:

- Currently enrolled in a Hospitality Management or related program.
- Strong communication and interpersonal skills.
- Ability to work in a fast-paced environment and handle multiple tasks.
- A positive attitude and a willingness to learn.

### **Subject: Discover The Pig & The Sprout: A Unique Culinary Experience in Denver**

Hi (beat writer's name),

I hope you're doing well! I'm Andy Gannick, the owner of The Pig & The Sprout, and I'm reaching out to share an exciting story that I believe your readers would love.

At The Pig & The Sprout, we're not just serving food; we're creating an experience that celebrates a bridging of the gap between meat lovers and vegans alike. In our eight years as a restaurant, we've garnered attention for our delectable pork dishes, our smoked mushroom tacos, and our green pork chili mac and cheese, and we're committed to catering to the Colorado locals and tourists.

Our biggest draw is that we have a dual sided menu that caters to every palate imaginable. We are the closest vegan friendly restaurant to Coors Field while also delivering unique pork dishes including candied pork cubes, pork poutine, and pulled pork sliders.: Explore our signature dishes that showcase the strengths of our two-sided menu, and the stories behind them.

I'd love to invite you to visit us for a complimentary meal so you can experience firsthand what makes The Pig & The Sprout special. I'm confident it will inspire a story that resonates with your audience.

Looking forward to the possibility of working together!

Best,  
Andy Gannick  
Owner  
The Pig & The Sprout  
andy@pigandsprout.com  
[Social Media Links/Website]

## **Earned Media/ Media Analysis**

The earned media for The Pig and The Sprout is limited but mostly positive. Westword and The Denver Post both wrote articles praising the food. Other food blogs around Denver also had positive things to say about the experience and certain dishes including the macaroni and the gnocchi.

The Pig & The Sprout does feature a brunch menu, but it was hard to find them on any of the Denver guides highlighting brunch eateries. They are also vegan-friendly, but missing from vegan blogs and lists. There are a lot of opportunities for further earned media in these two areas.

(FIND FOOD WRITERS, DRAFT PITCH)

Westword: Abigail Bliss, Antony Bruno

Denver Post: Lauren Penington, Max Scheinblum

Colorado Sun: Sue McMillin

The Metrosphere: Isabel Guzman

Instagram Influencers: @raynaking, @denverfoodscene

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Owner  
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[Social Media Links/Website]

2016	<a href="#">Denverite Instagram Post</a>
2016	<a href="#">Westword Quick Review</a>
2016	<a href="#">Fired Employee Protest</a>
2017	<a href="#">Denver Post Review</a>
2020	<a href="#">Jamie Kraus Mac &amp; Cheese blog</a>

## JMP

### Market Research

→ **MSU Denver JMP Department**

→ [Department of Journalism and Media Production - MSU Denver](#)

◆ Main Page (in order of appearance):

- "Declare Major" link
- General questions contact
- Why MSU JMP
- NBC Partnership Info
- Donation Link
- Contact and Socials

◆ Programs and Degrees separately listed

- A paragraph per degree, a separate hyperlink for further info

→ **Colorado State University Journalism and Media Comm**

→ [Journalism & Media Communication](#)

◆ Main Page:

- What we do- brief paragraph overviews
- Get to know us- people, research and engagement, opportunities, social media
- Programs (undergrad and graduate)
- News and events

◆ Majors Page:

- Written overview, video student testimony, offered major courses per program (majors and minors)
- Link to declare

→ **University of Denver Media, Film, and Journalism**

→ [Media, Film and Journalism Studies | Arts, Humanities & Social Sciences](#)

◆ Main Page:

- Why studying media matters
- Written overview
- Undergrad and graduate programs
- Global Awareness
- Make a difference
- Student Testimony
- Student Resources
- news

◆ Majors Page:

- Written overview
- Degree requirements
- Featured Courses
- Contact info
- Application info

[University of Northern Colorado](#)

- The journalism link is two clicks from the homepage
  - Explore Our Programs of Study → Journalism B.A. → Journalism homepage
- The Journalism homepage offers:
  - A detailed description of the program
  - Required Classes
  - Minor Options
  - Testimonials from recent students and their recent internships
  - What kinds of jobs a Journalism degree can get you
  - A link to apply now

[University of Colorado at Boulder](#)

- A drop-down menu on the homepage links to all major options

- Journalism page features:
  - Info Sessions
  - How to Apply
  - Overview of the program
  - Alumni Network, Median Income Info, and Job Opportunities
  - Academic Requirements
  - Community Information
  - College of Media, Communication, and Information earned media pieces

[Colorado State University at Pueblo](#)

- A drop-down menu with all major options
  - The degree that covers Public Relations and Journalism is listed under Media and Entertainment, so it is a bit difficult to find
- Media and Entertainment page features:
  - Program Overview
  - Quote from the Department chair
  - Links to special concentrations within the department
  - A link to apply